

# Vogue

INCORPORATING VANITY FAIR

## Americana Number

Santa Maria Library  
College of St. Elizabeth  
Convent, New Jersey

Not to be removed  
from Library

WITOLD  
GORDON

WORLD'S FAIR FEATURES

FEBRUARY 1, 1939  
PRICE 35 CENTS

© THE CONDE NAST PUBLICATIONS, INC.



Anton Bruehl

*Unforgettable Hawaii...*  
no land so hard to bid farewell!



*Matson Line*  
TO *Hawaii* • NEW ZEALAND • AUSTRALIA  
VIA SAMOA • FIJI

Details of Matson Cruises to Hawaii and South Seas, also reservations at the Royal Hawaiian and Moana Hotels in Honolulu, from Travel Agents or MATSON LINE offices at New York, Chicago, San Francisco, Los Angeles, San Diego, Seattle and Portland.

*This Year... SAN FRANCISCO'S WORLD'S FAIR... Then HAWAII*

S. S. LURLINE • S. S. MARIPOSA • S. S. MONTEREY • S. S. MATSONIA





Above: left to right

A. **MARJORIE MONTGOMERY SAILOR DRESS.** A distinctly American fashion by this talented California designer. Navy or white linen with contrasting piping, a row of buttons down the front and a nautical "rope" belt. Sizes 10 to 20 . . . . . 8.95

B. **MC MULLEN SHIRT FROCK.** A wearable classic tailored by a men's shirtmaker in that marvelous Gloucester Chambray which washes like a handkerchief. Blue, rose, aqua or blueberry with white stripes and contrasting belt. Sizes 12 to 40 . . 12.95

C. **PASTEL COTTON GABARDINE.** Newest play fashion in overalls that are sturdy and washable. Peach or light blue in sizes 12 to 20. 3.95. Cotton knit shirt in blending pastel stripes, sizes 14 to 20 . . . 1.95

D. **MABS OF HOLLYWOOD SWIM SUIT.** Woven with "Lastex" to glorify the American figure. This is a new cotton "denim" weave whose two-way stretch controls curves comfortably. Brittany red or marine blue in sizes 14 to 20 . . . . . 7.95

Below: left to right

E. **"LITTLE BOY" PLAYSUITS.** Newest "steal" from our young brother . . shirt and shorts of cotton shirting as trim and comfortable as his little wash suits. Copen, brown, wine or green with white stripes. Sizes 12 to 18 . . . . . 3.95

F. **"MIRACLE MATCH".** A new ruffled "sweater blouse" in a soft, lightweight Botany yarn that exactly matches the graceful 8-gore skirt of fine Botany flannel. White, aqua, yellow, rose, violet or dawn blue. Sizes 14 to 20. Sweater . . 6.95, skirt . . 6.95

G. **THE AMERICAN GOLFER.** A dress famous with sportswomen everywhere for its comfort and easy washability. New one piece style in plaid seersucker, blue, red or brown predominating. Sizes 12 to 20 . . 6.50

H. **DENIM RANCH SUIT.** The ideal costume for "roughing it" . . well cut jacket and skirt of pre-shrunk denim. Marine blue or California "faded blue" with metal buttons. Sizes 12 to 40, 5.95. Cotton bandana blouse in red or navy. Sizes 14 to 20, 1.95





*Fantasy  
Fromm  
in Fox*

...to wear with your untrimmed evening coat and like a scarf over your dresses

The amazing beauty of Fromm Fox has fired the imagination of designers all over the world; this copiously silvered fur appears in models of the most engaging distinction and endearing charm. For Fromm Fox has a clear, pure beauty that is free of rust or tinge, a thoroughbred silkiness, and a suppleness not to be compared with other furs. The new crop of Fromm Foxes—surpassing all previous records for pure silvering!—will be at your furrier's by the middle of this month. The 1939 Fromm medallion, and the 1939 stamp above the trademark will identify these luxurious skins for you. Every genuine Fromm Fox has the trademark stamped on the leather side of the pelt and includes a medallion, in exchange for which you receive the pedigree certificate of your fox. It is requested that you, yourself, mail the medallions to Fromm Bros., Inc., Hamburg, Wis.



**FROMM**

*Bright with Silver Pedigreed* **FOXES**





**D**reamy blue organza with drifting leaves. Southern triumph by one of our nine designers. As pioneers in presenting luxe American models, we take great pride in our originals and their increasing success.



HOYNINGEN-HUENE

ON THE PLAZA • NEW YORK  
**BERGDORF  
GOODMAN**  
5TH AVENUE AT 58TH STREET



COME TO THE WORLD'S FAIR  
AND GO BACK

# A Woman of Tomorrow



THE NEW YORK WORLD'S FAIR is going to give feminine America a great lift. We'll respond to all its challenges and promises. For it's typically feminine to love the future. Change and things-to-come are the kind of tonic that whets our appetite for living.

After looking at the future through the eyes of the World's Fair, what will you do about your own future? Will you assume that the new vistas apply only to cities and buildings and machines? Or will you let its deeper personal meaning sink in?

Probably because this is a feminine shop, we think a woman's first job is being a woman. It's so easy to forget this. To get so absorbed in the business of everyday living that you almost forget that charming woman you promised yourself you'd be when you were a little girl.

Every woman, we believe, should pull herself up by the slipper straps once a year, once in five—or at least once in a lifetime. Get an outside point of view. Do herself over from head to foot. Check with the relentless full-length mirror for the good points, the bad points and what to do about them.



COME TO THE WORLD'S FAIR AND GO BACK — A WOMAN OF TOMORROW

It's our conviction that not one woman in a hundred realizes her full potential. It's to help her do just this that Bonwit's exists today. We make such modern magic a life-work and will take you in hand and make you over from tip to toe.

*Steps to the New You of Tomorrow:*

1. Individual study and diagnosis by one of our consultants.
2. Your figure and contours gotten in trim in the Salon of Body Sculpture.
3. Your hair, skin, make-up taken care of in our own Beauty Salon.
4. The important matter of re-corseting looked after by our famous Corset Salon.
5. New clothes, "wardrobized," dovetailed perfectly for your kind of life.
6. Interchangeable accessories arranged to give your costumes variety, sparkle.

Go through all these stages with us and then listen to your husband and your friends. The best gift you can bring them from the World's Fair is the living proof that what a woman sets out to be Today—she can be Tomorrow . .

Sincerely,

*Hortense M. Odium*

**BONWIT  
TELLER**

FIFTH AVENUE AT FIFTY-  
SIXTH STREET, NEW YORK





# CHARLES OF THE RITZ PRESENT IN I. MAGNIN & CO.

COIFFURE BY  
CHARLES OF THE RITZ

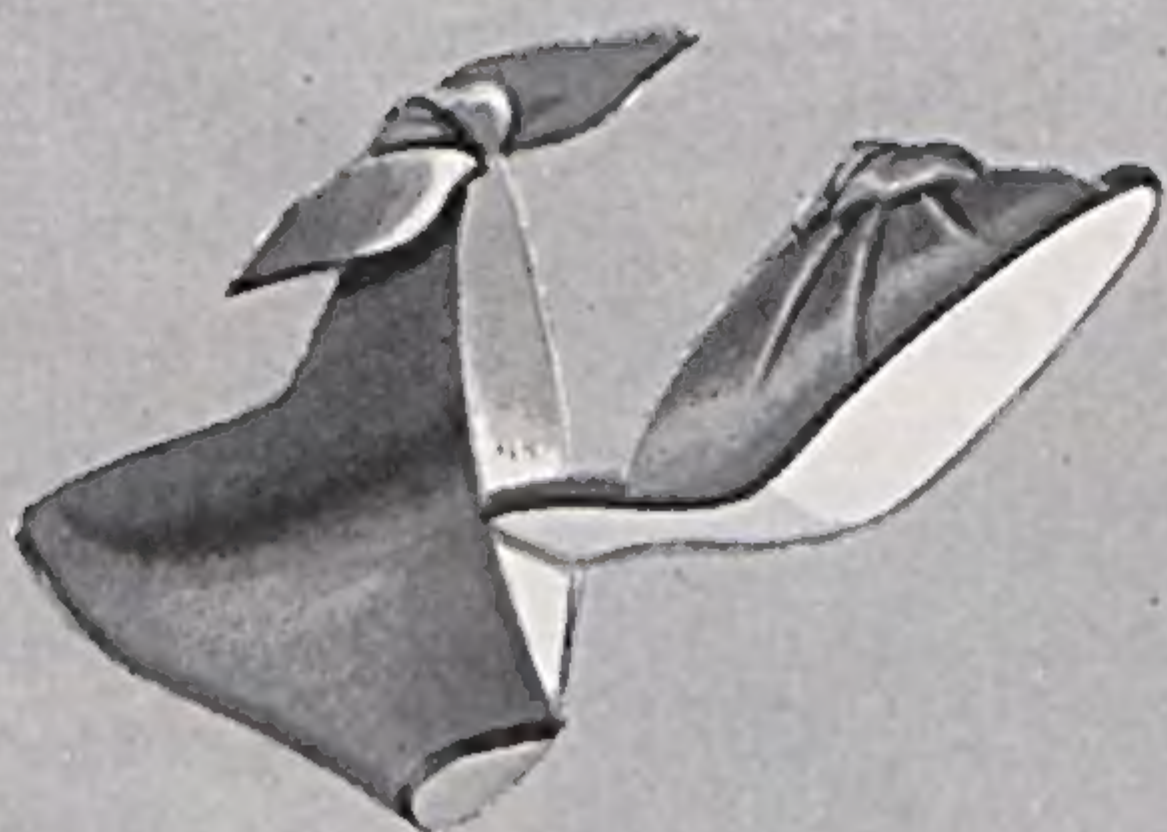


THEIR FAMOUS COSMETICS AND  
INDIVIDUALLY BLENDED POWDER  
IN THEIR BEAUTY SALON IN THE  
NEW LOS ANGELES STORE AND IN  
THE TOILETRIES DEPARTMENTS  
OF ALL I. MAGNIN & CO. SHOPS





PAN-AMERICAN TAN\*



the rich, new footwear shade  
for you to wear with everything

All eyes on the Americas this year! Pan-American Tan is our own salute to our sister continent, our own particular suggestion for an "entente cordiale" between your new footwear and any costume in your current daytime wardrobe. Neither too red nor too "yellow," it has a Latin warmth of hue. Neither too dark nor too light, it achieves an amazing versatility, blends with practically any color. Because of this remarkable "neutrality" of tint, we think it has a great fashion future, feature it in a whole collection of Saks Fifth Avenue shoes for early season and Easter wear, in town or at the Florida or California resorts.

Fourth Floor

Chima Oxford . . . .	16.75
*Zuider Zee Oxford . .	16.75
Ensign Pump . . . .	15.75
** *Panelo Sandal . . .	16.75

\*REGISTRATION APPLIED FOR

\*\*U. S. DESIGN PATENTED

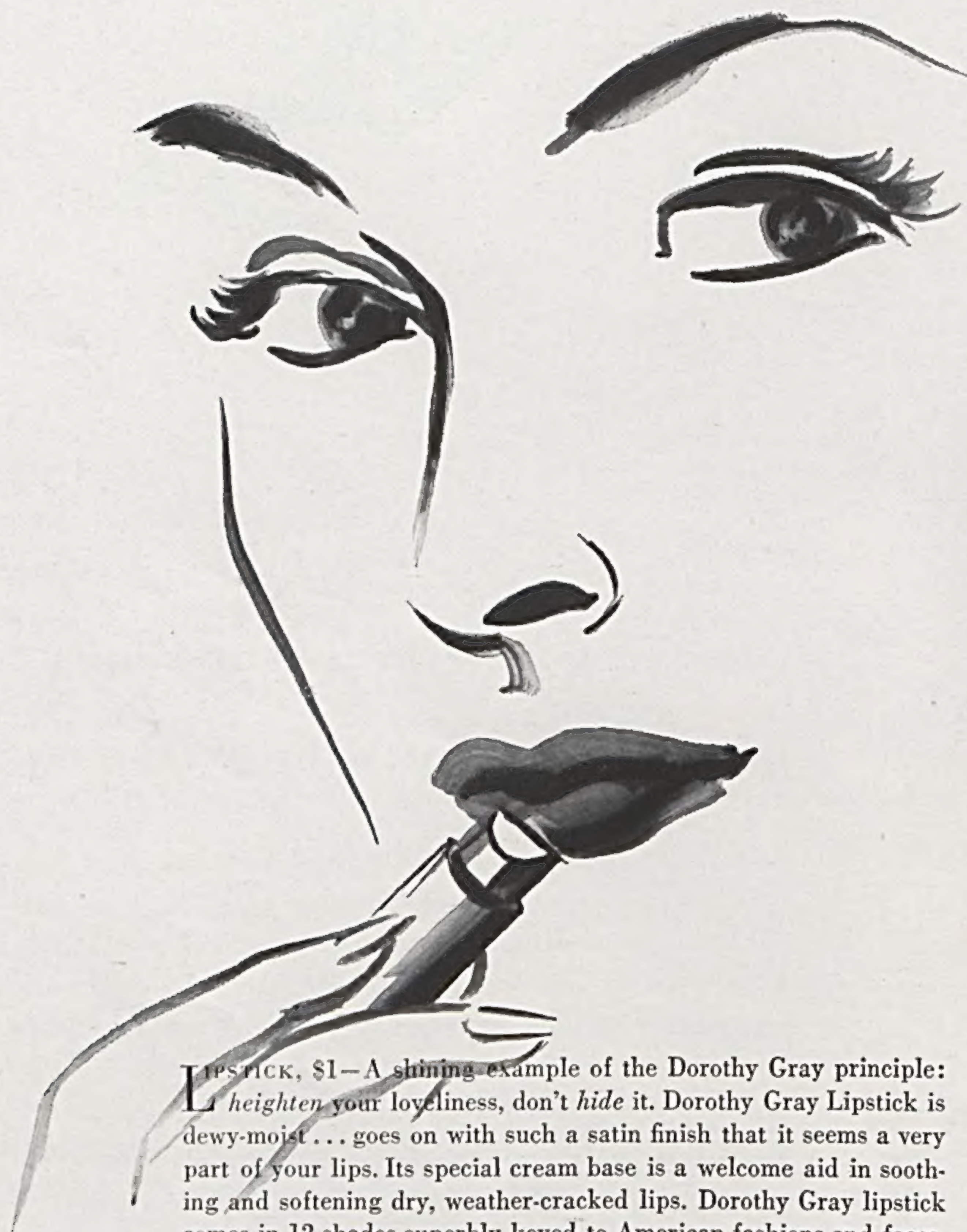
Pan-American Tan footwear by Saks Fifth Avenue is being shown currently in our road exhibits. Write for date and place of showing in your town or nearby.



beauty Distinction glamour  
Charm Beauty  
**Dorothy Gray**  
LOVELINESS Glamour Charm beauty Distinction

# Distinguished American Designer

of fresh, youthful faces



**LIPSTICK, \$1**—A shining example of the Dorothy Gray principle: *heighten your loveliness, don't hide it.* Dorothy Gray Lipstick is dewy-moist... goes on with such a satin finish that it seems a very part of your lips. Its special cream base is a welcome aid in soothing and softening dry, weather-cracked lips. Dorothy Gray lipstick comes in 12 shades superbly keyed to American fashions and faces. Each shade thoughtfully created to blend with a natural skin-tone... high-light a costume color.

*Newer shades: Plum, Siren, Royalty Red, Avis. (Rouge to match.)*



Dorothy Gray preparations are made in accordance with All-American ideals — thorough scientific research, sunshine laboratories, meticulous testing.

**DOROTHY GRAY SALONS**...a corporation...683 Fifth Ave., New York...Paris London. Dorothy Gray Salon Treatments are also available in smart stores in the following cities: Los Angeles... Denver... Washington... Boston... Milwaukee Buffalo... Norfolk... Atlanta... Chestnut Hill, Philadelphia... San Francisco Seattle... Brussels... Amsterdam... The Hague... Rotterdam... Cannes... Nice Monte Carlo... on the Grace Line "Santa" ships... and on American Republics Line "Good Will" ships . . . . Copyright, 1939, by Dorothy Gray Co., Ltd.

## 3 PLACES WHERE AMERICAN FACES FIRST SHOW AGE



**Your Nose . . .** where coarse pores often show up first. Combat coarseness and showy pores with the light and luscious Dorothy Gray Cream 683. An extra-thorough cleanser — a cleanser-softener for dry winter skin. \$3.50, \$2, \$1.



**Your Eyes...** If you see tiny lines around your eyes or all over the face, use Special Dry-Skin Mixture nightly. Persuades dry, crinkly skin to look smoother, feel more pliant. \$8, \$5, \$2.25. Also, Dorothy Gray Eye Wrinkle Paste, \$1.50.



**Your Throat . . .** where crepiness and sallowness are constant threats. Use Dorothy Gray Throat Cream—rich and lubricating. Stroke on briskly, every night, to help stimulate local circulation, liven up skin tone. \$4, \$2. With Chin Strap, \$5.

THERE ARE MANY OTHER EXQUISITE DOROTHY GRAY PREPARATIONS ALSO AT SMART DEPARTMENT AND DRUG STORES





**"The nearest garage  
is 75 miles —  
so I bought a LaSalle!"**

A GENERAL MOTORS VALUE

Model illustrated: Five-Passenger Four-Door Touring Sedan, \$1320\*

IT SEEMS A FAR CRY from the transportation needs of a mining engineer to those of the woman who may be reading this in a modern American city. But the quality of dependability is priceless in a motor car—regardless of where it is being used.

In fact, we have learned that no one appreciates a trouble-free car so much as the woman who acts as her own chauffeur.

And, insofar as it is humanly possible to make it so, LaSalle is completely free from annoyance to its owner. LaSalle, you know, is built by Cadillac, and is deliberately designed to serve with a minimum of service.

It is impossible to understand what this means to the owner's peace of mind—until

you've driven a LaSalle yourself. And, of course, LaSalle's dependability means much more than freedom from worry. It is also a very real economy. Over the years of ownership, it can easily result in savings of hundreds of dollars.

In fact, if you expect to pay a thousand dollars for your next car, it will pay you to go on up to LaSalle. It will not only pay

you in pride and comfort and satisfaction, but it may actually save you money.

Why not see your dealer today? He will gladly give you a demonstration—and he can tell you quickly the precise cost of a LaSalle in your community.

POWERED BY A  
*Cadillac V8 Engine*

# La Salle

**\$1240**  
AND UP

\*Delivered at Detroit Including All Standard Equipment. Transportation, State and Local Taxes (If Any) Extra.



which Air Steps  
does your ensemble  
call for?

CONSERVATIVE  
OR

HIGH STYLE



"Feet first"—that's the fashion news for spring. More than ever you will want shoes that properly accent your ensemble—whether it's conservative or high style. Here are a few of Air Step's new ideas for spring.

With all their smartness, every one of these Air Steps is built with a new discovery in shoe comfort—patented and exclusive. It's called the "Magic Sole"—an invisible cushion between the insole and outsole that absorbs the jar and vibration of walking. See and try these new Air Steps. If you don't already know where to find them locally, write Brown Shoe Company, St. Louis, for store name.

MOST STYLES  
\$6.00  
Slightly  
higher in  
far West

*fresh at 5 o'clock*



That's because of Air Step's "Magic Sole", which absorbs the jar of walking. Ask the dealer to show you the Pebble Test. Step on a pebble with your present shoes—then with an Air Step. You'll immediately see the difference.

Try the  
Pebble Test



**AIR // STEP**



## THE TYPICAL AMERICAN GIRL IS A

*Child of Nature*

White rayon sharkskin at 5.59 (or piqué at 2.77) takes spectator's mind off ball, gives player confidence and freedom.



Even when you fall off, you look dandy in our all wool crossbar coat at 13.98, wool and cotton gabardine jodphurs at 8.98, silk foulard stock at 3.69. String gloves, 1.41; soft derby, 3.71; horse not for sale.



Rayon and wool gabardine makes this birdie of a golf dress. In toothsome pastels, it is priced at a Macy-low 13.98.



A man-tailored wool jacket at 10.29 will enable you to meet any situation with aplomb. Nor spun wool tweed skirt is 8.98.

Brought up on active sports, the typical American girl is as gay and healthy and beautiful as all outdoors. It's a joy to dress her! No wonder Macy's, America's Largest Store, specializes in the right clothes for every sport . . . and in low cash prices; which appeal to the American girl's wholesome sense of thrift.

*Third Floor*

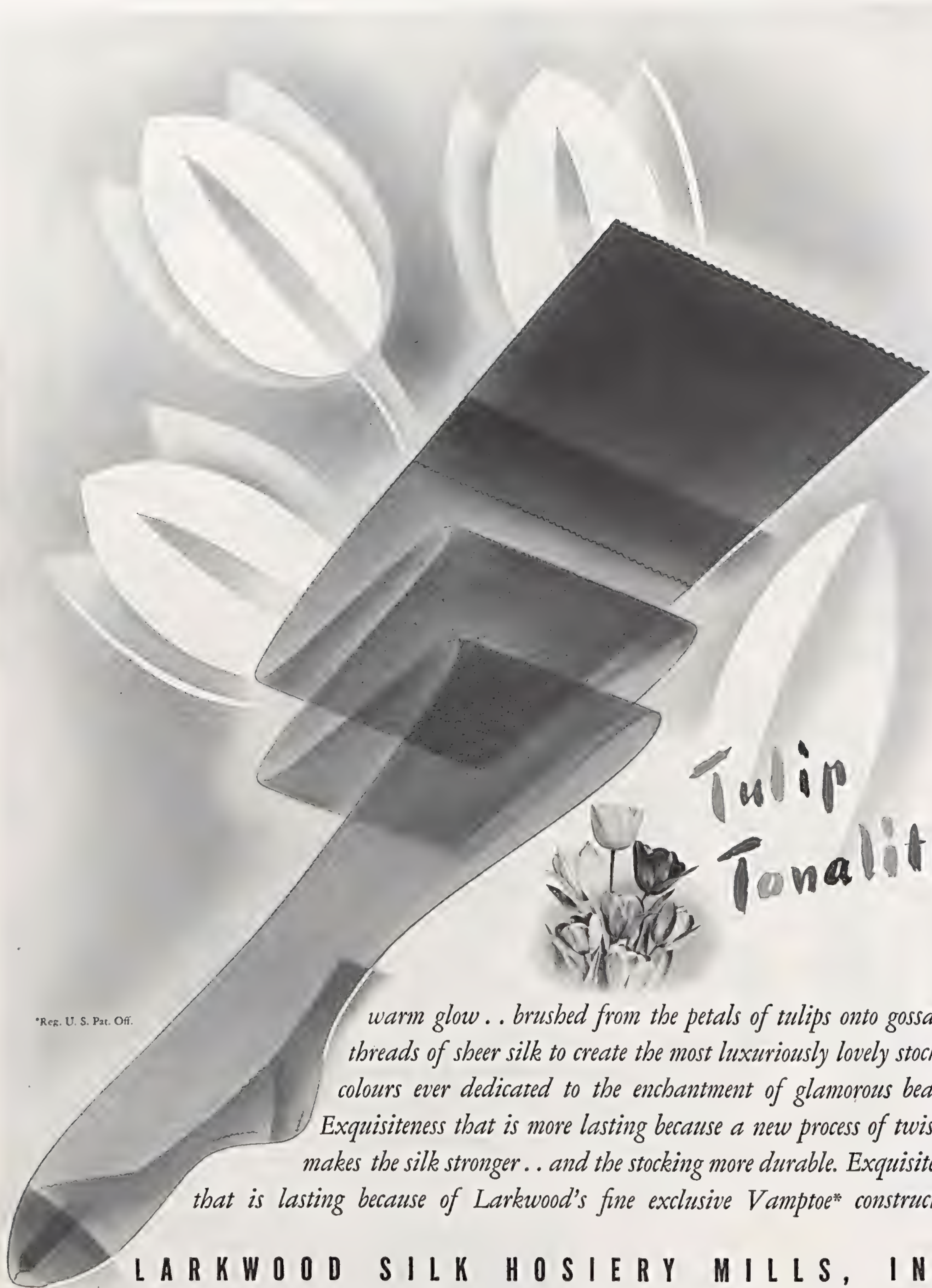


Soft Shetland wool sweaters are easy to pack, wonderful to wear. Ten luscious colors! Pullovers, 5.59. Cardigans, 6.98.

★ **MACY'S**

SPORT CENTRE, U. S. A.





\*Reg. U. S. Pat. Off.

*warm glow . . brushed from the petals of tulips onto gossamer threads of sheer silk to create the most luxuriously lovely stocking colours ever dedicated to the enchantment of glamorous beauty. Exquisiteness that is more lasting because a new process of twisting makes the silk stronger . . and the stocking more durable. Exquisiteness that is lasting because of Larkwood's fine exclusive Vamptoe\* construction.*

**LARKWOOD SILK HOSIERY MILLS, INC.**

385 FIFTH AVENUE, NEW YORK • Mills: CHARLOTTE, N. C.





George Platt Lynes

**American Regimentals** ...navy and white, definitely. Smartest, crispest, when your navy is our bolero and pleated skirt of imported dropstitch woolen. Your white, our peekaboo blouse of fine linen and lace.

The ensemble, 99.50 in the Misses' Suit Salon, Third Floor. **Lord & Taylor**





Reading down from left to right:  
 Mr. Ward Cheney and Mr. Frank W. Cheney of Cheney Brothers (1838); Mr. John Ryle of Murray & Ryle (1839); Mr. F. Oden Horstmann of Wm. H. Horstmann & Sons (1815); Mr. Albert Tilt of Phoenix Silk Manufacturing Company (1862); Mr. Milo M. Belding of Belding Brothers & Company (1882); Mr. Ira Dimock of Nonotuck Silk Company (1835); Mr. A. B. Strange of Strange & Brother (1863); Mr. George B. Skinner and Mr. William Skinner of William Skinner & Sons (1848). Center: Americana of the Future of black silk marquisette — the full-skirted flounce banded by hand-applied plumes in shades of lavender, blue and rosy pink.

# Silk

We dedicate this page to those men whose foresight, courage and industry founded in this nation a business—the manufacture of silks and silk merchandise—which for more than one hundred years has provided a livelihood for men and women, has contributed to the economic well-being of our country and not only has given us all beautiful silks but has fostered an appreciation of those qualities that belong to things and to people who are real. We do honor to those men who wrote in Silk so much of the Americana we treasure today.

INTERNATIONAL SILK GUILD • 250 FIFTH AVENUE • NEW YORK



# Prophetics HAVE A BIRTHDAY . . .

Trade Mark Reg. U.S. Pat. Off.

This infant called Prophetics is just one year old—and for the last twelve months it has set Fashion on its ear—by predicting *rightly*, tomorrow's vogue.

It's at it again for February and to make the anniversary an event, Prophetics present these little masterpieces—both new and timeless—in their smartness and design. Note their charm and gaiety. . . . Fair frocks for foul weather. . . . *Light-hearted fashion beneath your furs.*

There's a store quite near to you that can show you these Prophetics. We'll name it if you tell us where you are.



#916—Full length coat and contrast dress of sheerest wool. \$45.00

#217—Sheerest of hip length jacket and contrast dress. \$39.75

#214—Print crepe cluster of pleated skirt—Heart shape neck. \$29.75

## Charles Armour, Inc.

498 SEVENTH AVENUE

NEW YORK CITY







**Merry Hull** . . . American to her finger tips . . . the fair-haired girl who staged a one-woman revolution . . . and gave the world the most radical glove change in 100 years! Rebel who couldn't see why gloves, like hands, shouldn't have three dimensions. "Fingers are U-turned," said Merry Hull. "Why should glove fingers taper to a V?" She worked away with scissors and leathers for months and months until she got it! FINGER FREE . . . The glove that fits the hand the way the hand is really made. The glove that gives your fingers a glorious new freedom. The glove that looks as exciting as it feels comfortable. Designed by a young American for modern Americans. Made by DANIEL HAYS . . . whose rock-ribbed reputation for craftsmanship goes back to the America of 1854!



Newest design for finger freedom is "The TURTLE-BACK," (you see it above). "Turtle" because its back overlaps, like a ridged tortoise shell, a palm as smooth as a terrapin's tummy! Eyes right to the fabric glove, with leather strips perforated for coolness and smartness. And the chamois glove, every stitch of it hand-made . . . with nice detail in its tiny dressmaker tucks. These three . . . and lots of other new FINGER FREE designs for Spring . . . are now shown in the important stores of America. Don't make up your mind about gloves till you see them!



•Copyright 1938, Daniel Hays Co., Inc.

U.S. Mechanical Patent No. 2125673

**DANIEL HAYS COMPANY • GLOVERSVILLE, N. Y.**



*Germaine Montiel*

DESIGNS

PIROUETTE

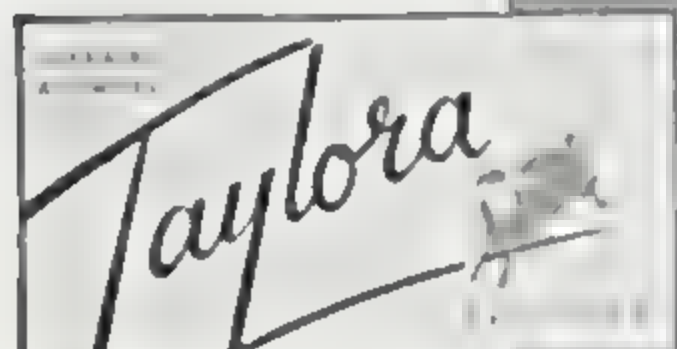


IN ST. LOUIS  
EXCLUSIVE WITH **LOCKHARTS, INC.**

IN DETROIT  
EXCLUSIVE WITH **SAX-KAY**

TONI FRISSELL





REG. U. S. PAT. OFF.



Carolyn presents Taylora Suits and Coats—deceptive in their simplicity—as significant as the first robin in Spring! There's witchery in the snug fitting little jackets—there's news in the use of stripes both shy and bold—there's excitement in the novel placement of pockets. Linings of Duchess Acetate Rayon satin.

*Carolyn*  
REG. U. S. PAT. OFF.

ALL-WOOL FABRICS BY LORRAINE

TAILORED BY SWANSDOWN • 500 SEVENTH AVENUE, NEW YORK

CAROLYN MODES ARE FEATURED BY ONE STORE IN EACH OF 100 CITIES FROM COAST TO COAST. FOR NAME OF STORE NEAREST YOU WRITE NATIONAL MODES, 150 WEST 51ST STREET, NEW YORK





## BE THRIFTY • BUY MARTEX • IT PAYS

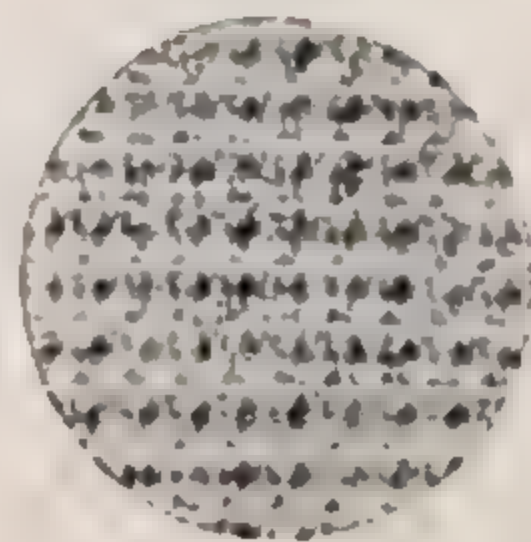
• Luckily for you, Martex luxurious, deep textured bath towels are a thrifty buy because they last so long. In the years to come, you will find that each Martex towel has cost you but a few pennies a year! It's extravagant to buy towels that wear out too soon. Be thrifty. Buy Martex. It pays. See the new, lovely Martex designs and colors at department stores and linen shops.

*Martex* BATH TOWELS

### WHY MARTEX WEARS SO LONG

• For over 40 years, the women of America have recognized the long-wearing quality of all Martex bath towels. A bath towel is only as strong as its underweave. Every Martex bath towel is woven with the longest wearing underweave known — the plied yarn underweave. (See photograph.)

Wellington Sears Co., 65 Worth St., N.Y.C.





DOES A LADY SAY  
"I'm a Lady"?



*Never!* A reputation for ladyhood, like a reputation for fashion, cannot be claimed. It must be conveyed. And with subtlety. Neiman-Marcus clothes speak for themselves, with reserve but finality. This costume by **germaine monteil** has the subtle quality of seemingly effortless

distinction. In silhouette... expression of a new feeling for motion. In color... Zircon, rare as the blue fire of the Indian jewel. In rightness of material, cut, finish and fit. The woman who chooses it wears it with the poise that comes from knowing everything about it bespeaks the lady!

**NEIMAN-MARCUS** • Dallas





## Canyon Colors

Passionately Americana . . .  
these crisp dresses  
with little girl freedom of action.  
Du Pont's exquisite rayon flammé  
takes a bow in their fabric—  
"Crosswood." Soft as a dove's  
breast . . . it has third dimension  
shan ruffles . . . stays fresh . . .  
gloriously cool. Canyon pink,  
canyon blue, canyon green.  
Left—19.95. Right—22.95.  
In sizes 12 to 20.



BONWIT TELLER, *New York*  
Town & Country Shop—Fifth Floor  
*For stores in other cities see page 168*

DUPONT RAYON FLAMMÉ' of course



(Right) Embroidered petticoat flounce and vestee brighten a navy dress. The Talon fastener keeps the placket smooth.  
 (Below) Colorful silk print dress has a draped top and pleated skirt. Side placket closes with a Talon fastener.



AMERICAN  
as a chocolate soda

Talon  
REG. U. S. PAT. OFF.

slide

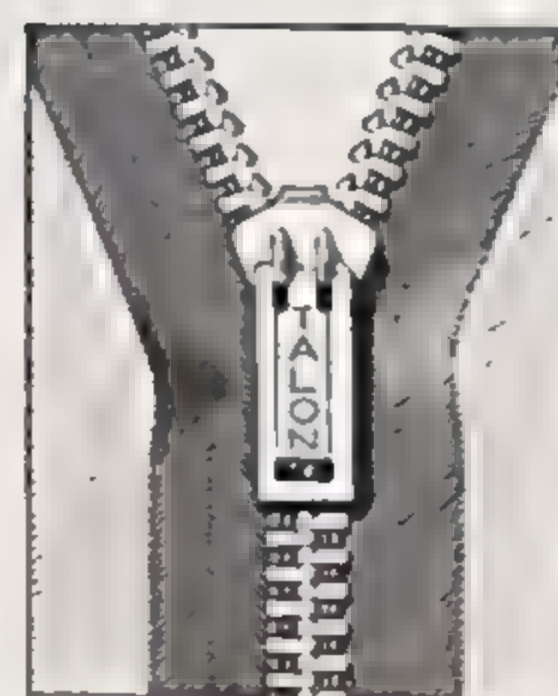
fasteners

— TO GLORIFY YOUNG WAISTLINES!

PEP UP your winter-weary wardrobe with these refreshing fashions. And watch heads turn to look at those tiny waists! For Talon fasteners pull them in without the sign of a gap or a pucker . . . put an end to underarm acrobatics and after-cleaning doldrums. To make sure the dresses you buy have the slide fastener made expressly for plackets—look for the word “Talon” on the pull-tab! TALON, INC., MEADVILLE, PENNSYLVANIA.

TALON PLACKET FASTENER ★ MADE BY TALON, INC. ★ MEADVILLE, PA.  
REG. U. S. PAT. OFF.

#### JUNIOR MISS DRESSES



All dresses on this page are creations registered with the Fashion Originators Guild . . . available in sizes 11 to 17, at leading stores. For information where they may be purchased, communicate with New York Office, Talon, Inc., 71 West 35th St., New York C.





# YOUR ASSURANCE OF QUALITY

FOR FIFTY YEARS

The Botany label is a magnet to every woman who loves beautiful clothes. But you must go farther than beauty to find the real reason why Botany has survived changing times to celebrate its fiftieth anniversary.

In 1889 Botany was founded on the principle that there is always a need for the best. And it is to serve women who want the best that the finest raw wool in the world is chosen...that the most modern looms are used...that laboratory tests are made to be certain that

only dye stuffs which give maximum resistance to light and perspiration are employed...that every fabric is tested for wearing quality and endurance and is sponged before it leaves the mill.

Women were keen to sense the superiority of Botany quality from the beginning, and smart stores ever since have aligned themselves with a name that means unvarying satisfaction to their customers. It's a jubilee occasion, this

Fiftieth Anniversary, and to celebrate, Botany has created a collection of fabrics so tempting, so right in texture and so beautifully colored that you will want all of the clothes you buy to be made of these thrilling weaves. So look for the Botany label when you shop.

*Botany Worsted Mills*

PASSAIC, NEW JERSEY • NEW YORK SHOWROOMS: 1450 BROADWAY

Manufacturers of Fabrics for Women's Wear and Men's Wear... Top-Dyed Yarns for Hand Knitting... Creators of the Botany Tie, the Botany Shirt, the Botany Robe for Men

1889 ★ BOTANY'S 50TH



ANNIVERSARY ★ 1939



\*LA RESISTA'S  
**SILHOUETTE**



F O U N D A T I O N S

*Dear Madame:* As important as the loveliness of her face is to woman's beauty, so is the perfect elegance of her line. The mode of to-day calls for a silhouette where both the hips and curve of back are harmoniously softened. The search for perfection in this line has at last been rewarded by the discovery of a foundation garment which provides youthful symmetry and a constant control for the silhouette. This is achieved by an exclusive fabric boning idea. I call this "Silhouette Lelong." These incomparable garments are worn by all my mannequins and are now being introduced to the clientele of I. Magnin & Co. Sincerely yours,

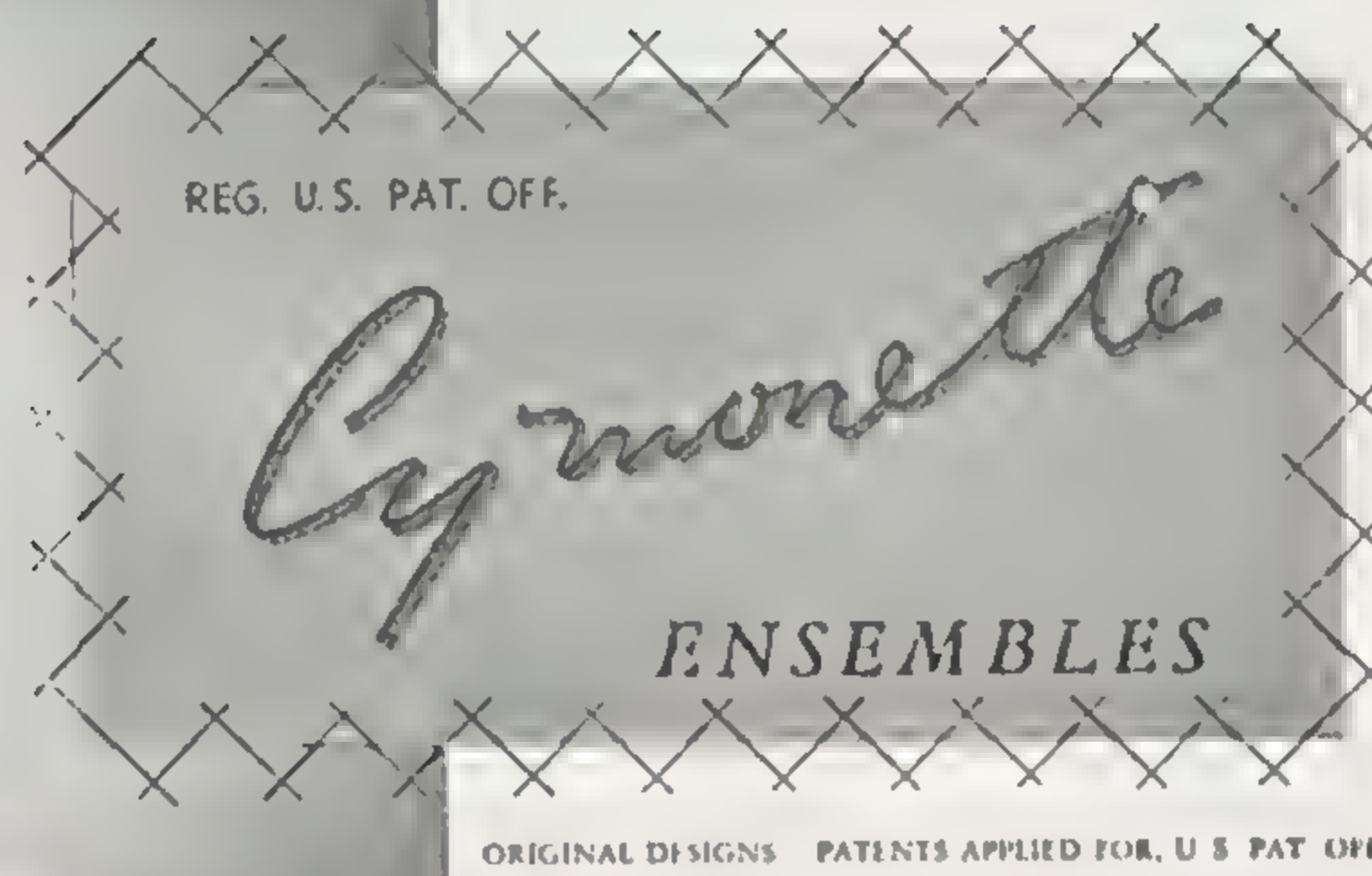
*Lucien Lelong*

**I. MAGNIN & CO.** SAN FRANCISCO • PASADENA • OAKLAND • SEATTLE • LOS ANGELES • SANTA BARBARA

Lucien Lelong

\*Silhouette Lelong is manufactured by La Resista Corset Company, Bridgeport, Conn.



[illegible]





Put them on . . . Step up to —  
**SPRING**

"FEET FIRST" WITH RICE-O'NEILL

Step up today, to your favorite shoe or department store . . . where Spring is waiting to put a new lift in your life. Plan your wardrobe "Feet First" with those famous "last-masters" of fashion, Rice-O'Neill, whose ideal is beauty and whose creed is quality.

975 and 1275



RICE-O'NEILL SHOES • St. Louis • London: 9, Hanover Street

SHOWN IN NEW YORK AT  
**Franklin Simon's**  
AND AT FINE SHOE AND DEPARTMENT  
STORES THROUGHOUT THE COUNTRY



# Narry News

in NORTH AMERICAN RAYON  
— the Key to Quality



Smart sophistication is the keynote of these dresses—the fabric is “Rillion” woven with NORTH AMERICAN RAYON

Model No. 259 (above) Sheer suit-dress with embroidered organdy vestee and stitch pleated collar-skirt — separate jacket, with embroidered organdy cuffs, can be cleverly buttoned on. Colors— Preferably Navy and Pink, Navy and Sky Blue, Black and White, Black and Pink. Price \$49.95

Model No. 200 (at right) Two piece sheer suit-dress — bone button trim. Separate jacket faced with pique and bone button trim. Colors— Preferably Navy and White, Black and White, Gray and White . . . Price \$49.95

Both models available in sizes 10-20

For the name of the store selling these dresses in your city write to

Lang, McCormack

INCORPORATED

498 Seventh Avenue • New York

“NORTH AMERICAN” is the registered trade-mark of NORTH AMERICAN RAYON CORPORATION



Out of the Gardens of the World—

# HOUSE & GARDEN'S PORTFOLIO

## *of* Flower Prints

### 25 Superb Full Color Reproductions

#### in a Handsome Portfolio Case

FOR art lovers, or garden enthusiasts, here is a treasury out of the past—25 entrancing color engravings representing the finest creations of the Golden Age of Floral Illustration.

These are the flower prints selected by the Editors of House & Garden for serial appearance in the magazine. Here they aroused so much admiration, and so many requests for duplicate prints, that a special portfolio edition was authorized.

As each color engraving is printed separately, the collection is a valuable source of decoration for the home. Individual prints can be selected for framing. At the same time, it is an authentic reference volume for the library of the print lover—its interest being pointed up by Richardson Wright's Introductory Essay, "Flower Prints and Their Makers".

At any time of the year, this charming Portfolio of floral engravings suggests a perfect answer to the gift question. If you wish, we will be glad to ship your gift direct to your friend and mail a gift card in your name.

**House & Garden's Portfolio of Flower Prints**

**is Now Ready for Delivery**

**\$5 Postpaid**



THE CONDÉ NAST PUBLICATIONS, INC., GREENWICH, CONN.

I enclose \$5 for which please send me House & Garden's Portfolio of Flower Prints (postpaid). (Gift orders may be attached.)

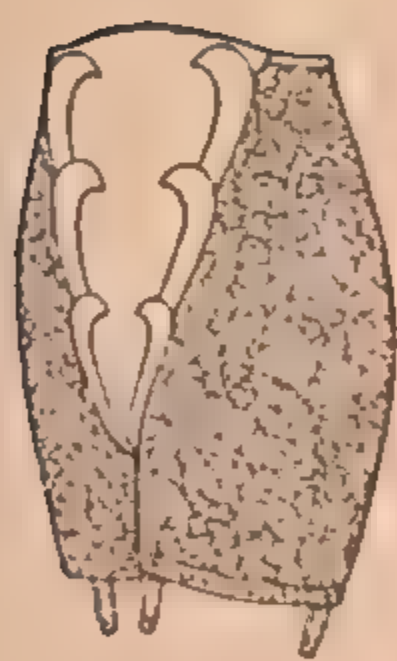
Name \_\_\_\_\_ Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Mar-2-1-39



# Men's Eyes

*light...linger longer  
on a slender, youthful figure...and  
figures stay that way longer  
if you keep them in  
Foundettes*



*This smooth persuader is MUNSINGWEAR's new Foundette pantie-girdle. Cut high in front for extra diaphragm control. Cut longer over the legs, so there's no chance for bulge. Luxurious exclusive lace of silk, cotton and "Lastex"\* with one-way stretch "Lastex"\* faille panel. Style 4208. At better stores. MUNSINGWEAR, INC., MINNEAPOLIS. \*Knit of "Lastex" yarn.*

## Foundettes

BY MUNSINGWEAR





# The best of 'look' to you!



"YOU'LL BE PROUD TO OWN A PONTIAC" for many reasons, and one of them certainly is that it has a Body by Fisher — with all the extra value that represents in style, comfort, safety and luxury.

SAY it the old way or the new way — "The Best of Luck" or "The Best of Look" • Both are always with you in any of the new General Motors cars • For each of these cars is endowed

with the solid, substantial security of Body by Fisher — with all the extra room and comforts, style and luxury which Fisher craftsmanship carries to new highs in 1939 • And look! See how you now see the world about you to

better and safer advantage — through a windshield and windows that provide *new visibility* — actually 412 square inches more of *glass area* in the Pontiac pictured here • So don't be surprised when most motorists tell you Fisher is the only car body they know by name — or when you hear them say, "For better value in '39 better pick the car with Body by Fisher" — which means a General Motors car, of course.



BODY BY **FISHER**

ON GENERAL MOTORS CARS ONLY:

Chevrolet • Pontiac • Oldsmobile • Buick • La Salle • Cadillac



MYSTIC



CABANA



SANDO



**Pretty-as-a-picture**, that's your cue for Spring. And, when you walk, flash a flirtatious instep, gleaming with patent—by Walk-Over. MYSTIC: Black patent with wine pliable platform.\* Also rosy tan Japonica or white calf. CABANA for 1939. Pleats and perfs. Patent, Japonica, blue, wine or white calf. SANDO: Black patent. MERCURY: Patent lastex—it's stretchable! CARIBEE: Patent, Japonica, white calf. Styles illustrated \$8.75 up. Other Walk-Overs \$6.50 up. All slightly higher West. Geo. E. Keith Company, Brockton, Mass. \*PATENT PENDING 510 FIFTH AVE. (548 Fifth Ave. after March 1) NEW YORK, PARIS, LONDON

**WALK-OVER**

MERCURY



CARIBEE

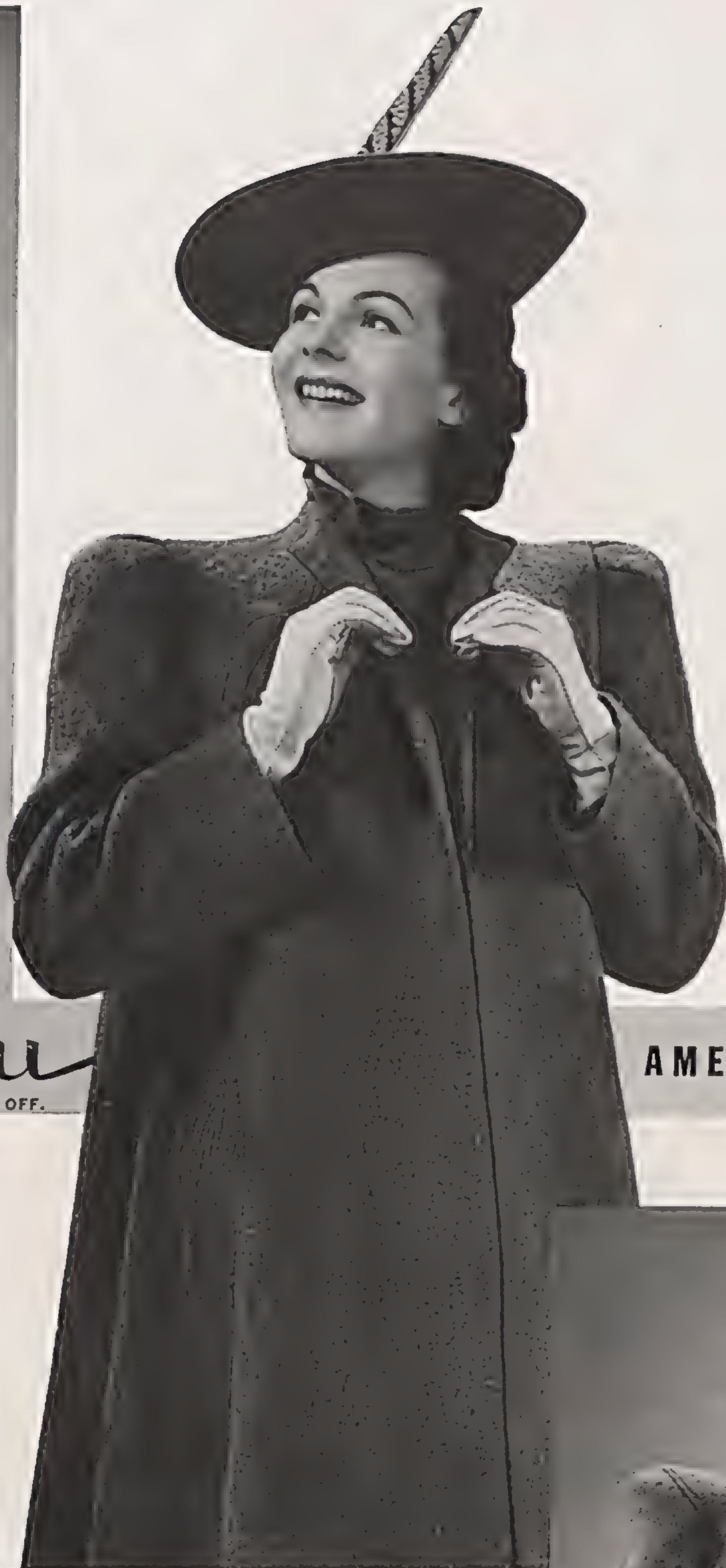


COSTUME COURTESY  
HERBERT SONDHEIM, INC.





*Bagaru*  
REG. U. S. PAT. OFF.

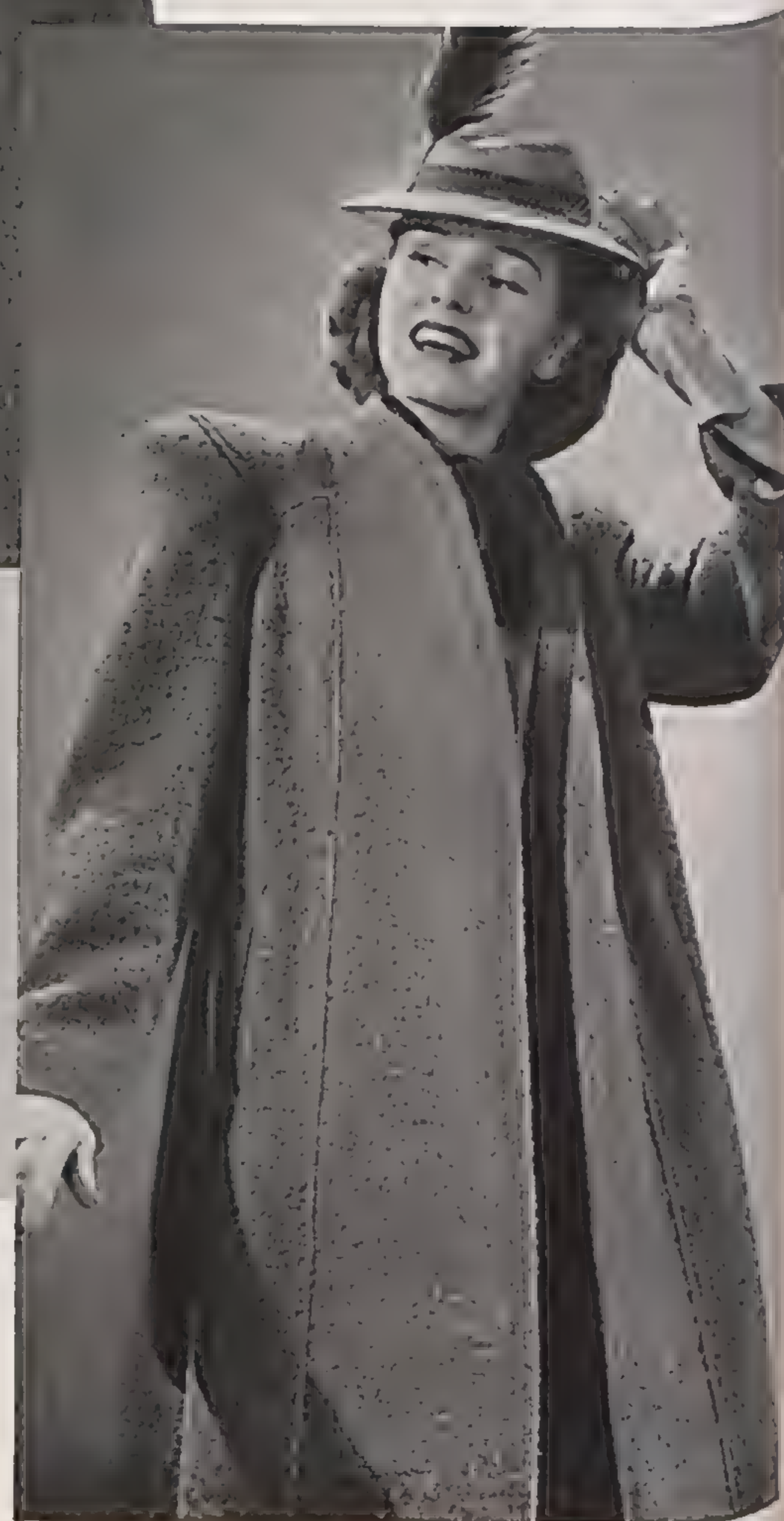
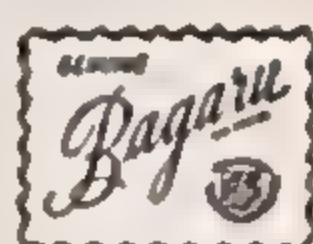


AMERICAN ROYALTY

Bagaru Coats, worn avidly by American aristocrats who know the charm of casual clothes. Bagaru is the beautiful, light-weight fabric with the fascinating, tightly twisted surface... that's made such fabulous conquests since its presentation two short years ago. Its family tree... all-wool worsted, insures colors true and deep, makes Bagaru a handsome presence on the American scene. You'll eye appreciatively the good-looking, weighted silk linings in Bagaru Coats... their painstaking finish... the traditionally exquisite workmanship of them... and the wearable newness of their beautifully tailored styles that are so comfortable, so correct they are worn with aplomb for both formal and suburban wear.

At the better shops throughout the country, or write **BAGEDONOW BROTHERS, INC., 512 SEVENTH AVE., N. Y.**

Makers of Bagaru Coats... Nationally known... Universally admired





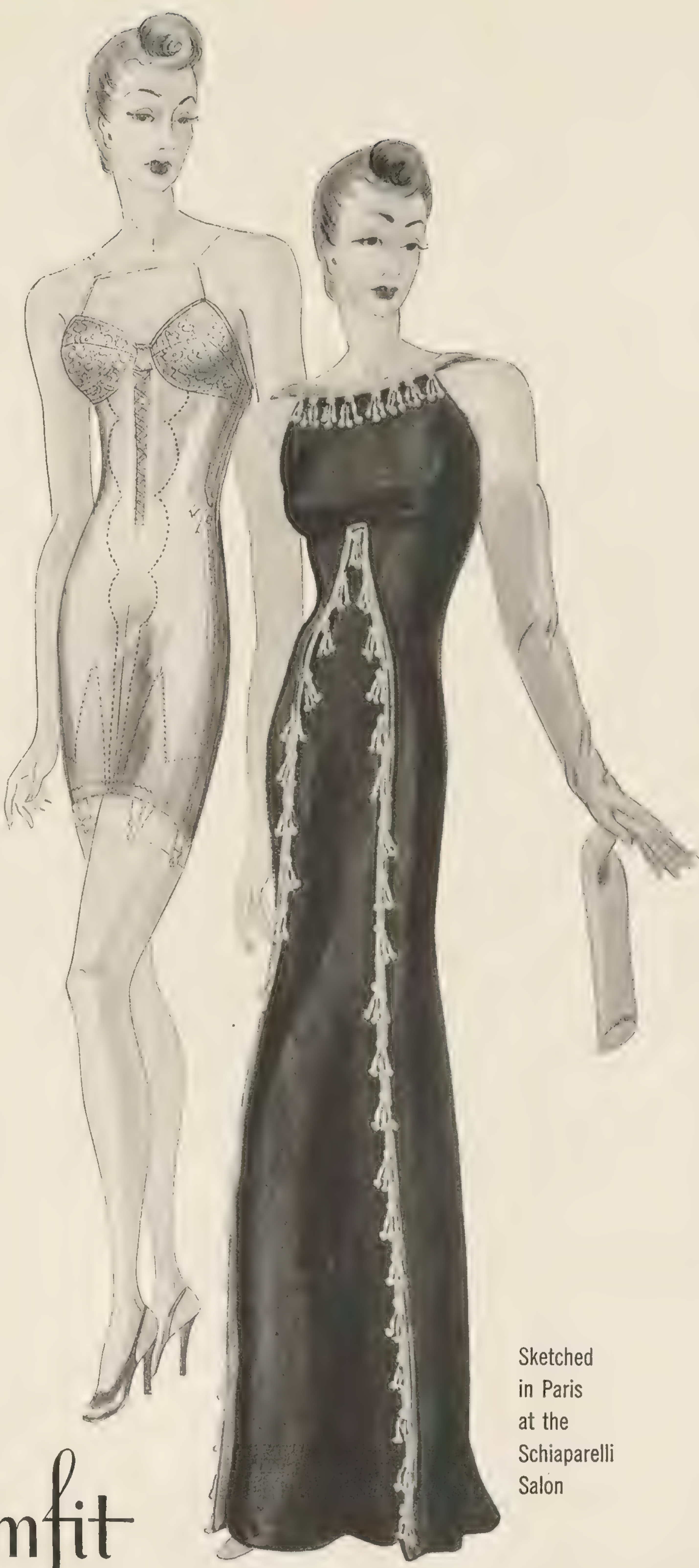
Schiaparelli's

4 POINTS OF FIGURE  
GLAMOUR FOR SPRING '39

- 1 Bust carried proudly high, deftly separated.
- 2 Waist shaped inward to intriguing slenderness.
- 3 Body smoothly curved but free in its feminine grace.
- 4 Carriage confident, radiating the kind of poise that only relaxation can yield.

Schiaparelli and Formfit have conspired to give you . . with most any gown or frock purchased anywhere . . the figure glamour that this famous designer so well knows how to conjure. They've done it by cleverly building into bras and foundations Schiaparelli's own ideas . . they are formulas that magically lend excitement to a figure that might otherwise go too unnoticed. One glance in your mirror fully dressed with a Formfit beneath and you'll sense the fashion-right loveliness that's yours.

In this new dinner dress sketched at the right made of heavy crepe, trimmed with gold, rose and blue silk tassels, perfect harmony of line is achieved because the foundation underneath is Pagan Charm by Formfit which accentuates the bust and gives length and slenderness to waist and hips. Formfit has the approval of Paris as the perfect accessory to the spring silhouette. (Note: Extra tape with attachment for swinging shoulder straps to any angle is standard equipment with this model priced at \$10.00.)



Sketched  
in Paris  
at the  
Schiaparelli  
Salon

FOUNDATIONS BY

Formfit

INSPIRED BY SCHIAPARELLI



# OUR Mystery Twist WEAVE

Aladdin's lamp performed no magic more marvelous than our Mystery Twist weave. These hose are made by a secret process. No other hosiery combines such utter luxury and beauty with such stubborn resistance to wear. Runs are cut to a minimum—and they're so resilient they'll fit any leg, any ankle. Women who've worn them once, wear them forever after. You will too!

*Three Mystery Twists—No. Sixty—2—sixty, super sheer—No. Sixty—3—sixty, very sheer—No. Sixty—5—sixty, the longest-wearing service sheer in existence.*

*Mystery Twists, \$1.15 to \$1.25. Other Admiration hosiery from 79c to \$1.35.*

At good stores everywhere. For the one closest to you, write—

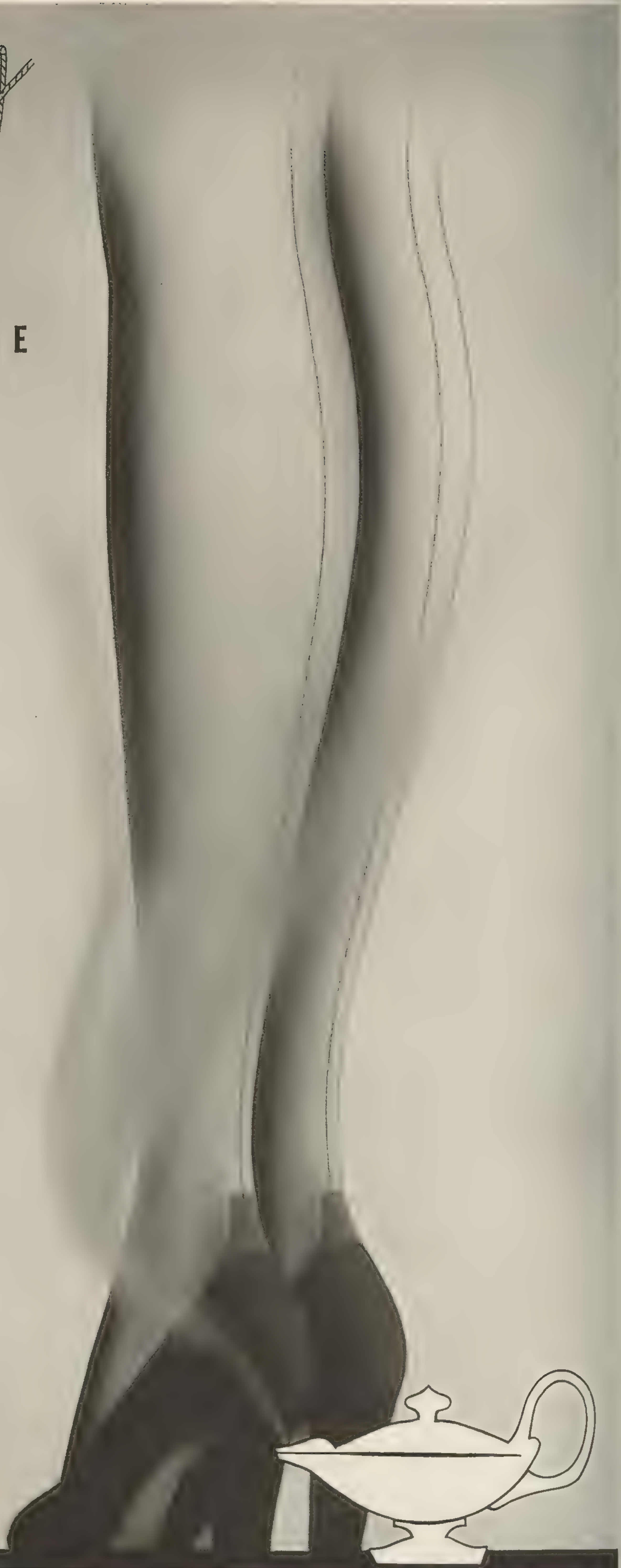
*Cooper, Wells & Co.*

St. Joseph, Mich.

MAKERS OF FINE HOSIERY SINCE 1878

- wears longer,
- clings closer,
- adjusts itself to  
your leg and ankle
- more alluring

**Admiration**  
COSTUME  
HOSIERY  
TRADE MARK REG. U. S. PAT. OFF.



“FOR THE WOMAN WHO CARES”



Shadow Fleur, in single and multicolor patterns, has high fashion importance . . . a devoré print woven with Enka Rayon on silk back.



THE  
FACE  
OF A  
FABRIC  
RANGE  
BY A  
THREAD  
  
AMERICAN  
ENKA  
RAYON

Pictured in a patio . . . Gay señorita in a frock of Shadow Fleur . . . hibiscus patterned gossamer sheer woven with Enka Rayon. White, Pink, Blue, Lilac. 16 to 40. 39.50

**I. MAGNIN & CO.**

FASHIONS THE COAST

SAN FRANCISCO • LOS ANGELES • SEATTLE  
AND OUR OTHER CALIFORNIA SHOPS

AMERICAN ENKA CORPORATION • 271 CHURCH STREET • NEW YORK



FOR THE YOUNG IN SPIRIT

# Casuals

INDISPENSABLE SKIRT & SHIRT FASHIONS OF  
DOVE & LORRAINE  
LORRAINE  
FLANNEL...



OPPENHEIM COLLINS & CO., NEW YORK CITY, BROOKLYN, GARDEN CITY, BUFFALO, PHILADELPHIA.

ALBANY—Flah & Co.  
ASHEVILLE—Ivey's, Inc.  
ATLANTA—J. P. Allen Co.  
BALTIMORE—The Hub  
BOSTON—Chandler & Co.  
CANTON—Stern & Mann Co.  
CHARLOTTE—J. B. Ivey Co.  
CHATTANOOGA—The Vogue  
CHICAGO—Mandel Brothers, Inc.  
CINCINNATI—H. & S. Pogue Co.  
COLUMBUS—The Fashion  
DALLAS—A. Harris Co.  
DAYTON—Elder & Johnston Co.  
DENVER—Gano-Downs  
DES MOINES—Wolf's Inc.  
DETROIT—B. Siegel Co.  
EL PASO—Popular Dry Goods Co., Inc.  
EVANSTON—Milburn's  
FALL RIVER—Cherry & Webb Co.  
FLINT—Herbert N. Bush Co.  
GRAND RAPIDS—Paul Steketee Co.  
HARRISBURG—Mary Sachs  
HARTFORD—Worth  
HOUSTON—Ben Wolfman—The Fashion  
INDIANAPOLIS—L. Strauss Co.  
JACKSON—Elaine Shop  
JACKSONVILLE—Levy's, Inc.  
KALAMAZOO—Gilmore Bros.  
KANSAS CITY—Rothschild's  
LITTLE ROCK—Gus Blass Co.  
LOS ANGELES—J. J. Haggarty  
LOUISVILLE—Byck Brothers  
LOWELL—A. G. Pollard Co.  
MADISON—Simpson's  
MEMPHIS—Levy's Ladies Toggery  
MIAMI—Burdine's, Inc.  
MIDDLETOWN—Wrubel's  
MILWAUKEE—Boston Store  
NASHVILLE—Rich, Schwartz & Joseph  
NEW BEDFORD—Chas. F. Wing Co.  
NEW HAVEN—The Gamble-Desmond Co.  
NEW ORLEANS—D. H. Holmes Co. Ltd.  
OKLAHOMA CITY—Rothschild's B. & M. Inc.  
OMAHA—J. L. Brandeis & Sons  
PITTSBURGH—Kaufmann's  
PORTLAND, ME.—Owen Moore Co.  
PORTLAND, ORE.—Chas. F. Berg Co.  
PROVIDENCE—Cherry & Webb Co.  
QUINCY—Sheridan's  
SACRAMENTO—Bon Marché  
ST. LOUIS—Scruggs, Vandervoort & Barney  
SAN ANTONIO—Frost Bros.  
SAN FRANCISCO—  
The White House—Raphael Weill Co.  
SAN JOSE—Appleton & Co.  
SAVANNAH—Leopold Adler  
SCRANTON—The Heinz Store  
SEATTLE—Rhodes Dept. Store  
SHREVEPORT—The Fashion  
SOUTH BEND—Worth's  
SPRINGFIELD, MASS.—Forbes & Wallace, Inc.  
SYRACUSE—Flah & Co.  
TOLEDO—The Lamson Bros. Co.  
WASHINGTON—Woodward & Lothrop  
WINSTON-SALEM—Sosnik & Sosnik, Inc.  
WORCESTER—Marcus Co.

You'll work and play—and live and loaf in this flattering little two-piecer that comes in matching or contrasting colors. Shirt and skirt cost less than \$5.00 each. Pastels as well as darker shades. Sizes 12 to 20.

...or write  
LORRAINE MANUFACTURING COMPANY  
261 Fifth Avenue, New York City

\*Reg. U. S. Pat. Off.



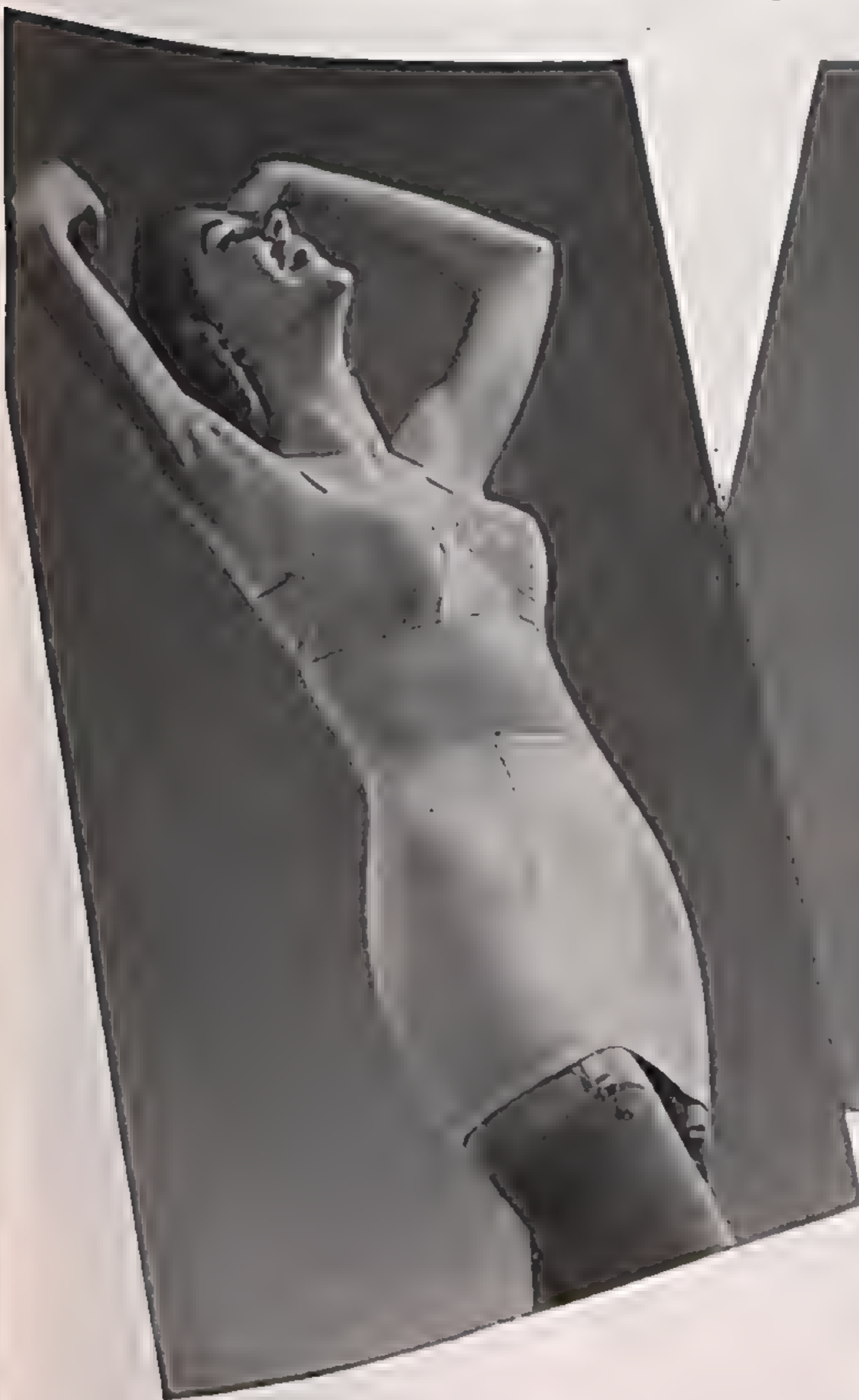


# LET *Freedom* REIGN!

Gone are the days of the *breathless* beauty . . . down to defeat goes "old iron-sides!" The winnah? *Sleek freedom!* Carter's figure-smoothing foundations banish troublesome bumps and bulges without sacrificing one whit of your free 'n easy action. Plan your rear attack . . . defeat those front-line advances with a Carter Complete, Girdle, or Pantie-Girdle. (All three, if you believe in preparedness!) The result? Flatter tummies, derrieres, diaphragms, whittled waistlines, sleeker curves and long, slim lines. You'll find just the one for your type of youth figger at any fine store . . . from sheer lightweight power and service nets to sleek, more determined knits. Some with bones, some without. Pre-shrunk and washable. All Carter's give you maximum control with minimum weight. Prices? Something to cheer about! \$1.00 to \$15.00.

(Below Left) SPIROMODE GIRDLE (G5) Lightly boned back and front for firm waistline control. Reinforced front panel keeps tummy in line. Same figure-molding fabric as Spiroflex Complete. Even sizes, 24 to 32. Peach and White. \$3.50

(Main Illustration) SPIROFLEX COMPLETE (F57) Made of soft, yet firmly controlling "Lastex"-cotton-rayon fabric. Two bones in the sleek front panel keep diaphragms flatly in place. Even sizes, 32 to 38. Peach. \$5.00



(Above) TEENS FIVE PANTIE (P55) No bones—the snug-fitting "Lastex"-cotton-rayon fabric performs holding miracles. Soft, comfortable, run-resist crotch—detachable garters. Even sizes, 24 to 32. Peach and White. . . . \$2.50



*Carter's*  FOUNDATIONS





**STETSON**  
*plus*  
**PARIS**

George Platt Lynes  
Costumes by Davidow

**"IMP"**...Trust Paris to inspire this beau-catcher. Thank Stetson for winging it to you...pert, *prettiest* hat of Spring. Snowdrop-fresh now above your furs. In captivating colors that make you look and feel like Spring itself.



**"CLIPPER"**...Swashbuckling Stetson, such as only good men's hatters make. There's dash in its sweeping brim and mannish crown.



**"PARADE"**...Lifting you right into Spring. Generous brim...splurge of feather. Stetson hats are shown at stores of fashion everywhere.

*Stetson Hats*

John B. Stetson Company, 475 Fifth Avenue, New York

JOHN B. STETSON COMPANY, (CANADA) LTD., BROCKVILLE, ONTARIO. STETSON HATS, 70 NEW BOND STREET, LONDON, W. 1

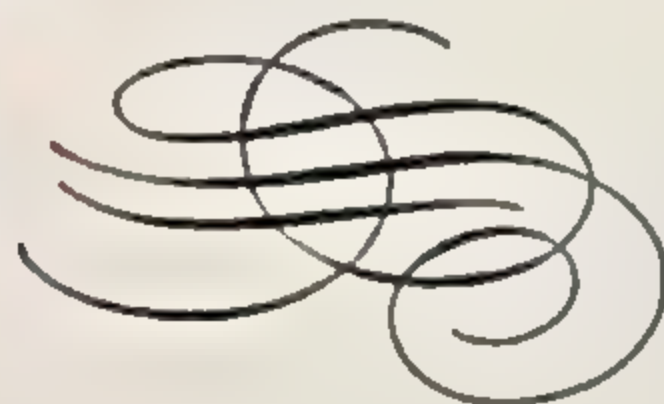
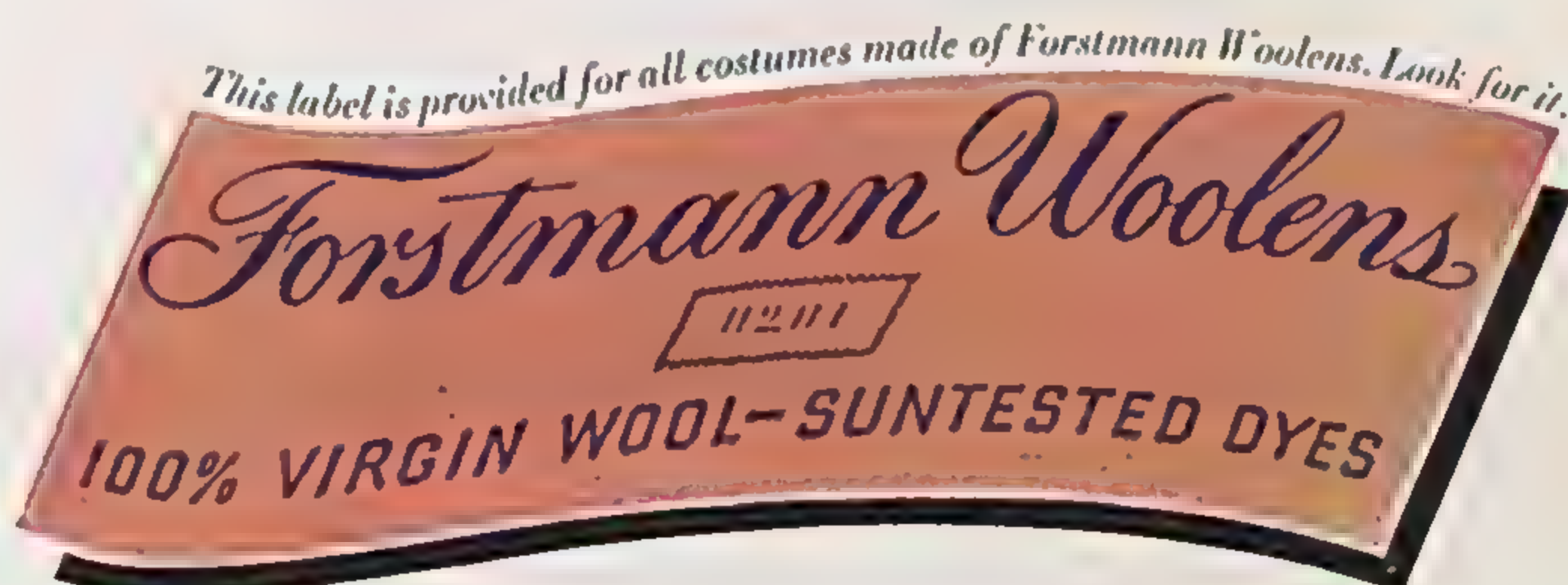




## WOOLENS OF INTEGRITY IN PREEMINENT STYLES

Forstmann Woolens meet every test of quality fabrics because they are made with scrupulous honesty. Every step in their manufacture is one of expert care. Only the best grades of pure virgin wool are used. They are dyed with suntested dyes...delivered fully sponged and shrunk,

ready for tailoring. Their style is preeminent always. That is why all makers of better costumes feature them...why you have learned to ask for them at all good stores, in costumes and by the yard. Forstmann Woolen Co., Passaic, N. J. Sales Office: Empire State Building, N. Y. C.







## UNTIL YOU DRIVE THIS "TWELVE"—

You'll never know how much more driving pleasure extra cylinders mean—until you get behind the wheel of the 12-cylinder Lincoln-Zephyr. There's a special tingle to this smooth power—and an urge to head for far places.

You'll never know what it is to reel off 400, 500 or 600 miles a day, perfectly relaxed and ready for more the next morning—until you point your Lincoln-Zephyr toward the horizon. The perfect balance of this car, and the feeling of road-hugging security brought by its low center of gravity are somehow different from anything you've ever experienced.

You'll never know the full meaning of the words "safety rides with you" until you feel yourself surrounded by this solid one-piece body-frame of the Lincoln-Zephyr, and sense the added visibility of its wide windshield and deep windows. With power a-plenty to go gently, and smooth hydraulic brakes to stop gently, you ride relaxed no matter what.

And what a difference *ample* room makes—what a stretch-out feeling you get in this luxurious interior where six find *comfort*!

Add it all up—and it reads Lincoln-Zephyr—topped off with an economy unheard of in

a car of this size—and so satisfying as the miles roll up. Think of 14 to 18 miles to a gallon—the fewer stops—and the less wear on your pocketbook that brings.

Style leader? Look about you as the 1939 models roll by. Value leader in its field? Talk to owners—over 60,000 of the most enthusiastic men and women ever to drive a motor car.

But—you'll never really *know* this car until you drive it. Won't you try it out tomorrow? Lincoln Motor Company—division of Ford Motor Company, builders of Ford, Mercury, Lincoln-Zephyr and Lincoln motor cars.

### BENEATH ITS OUTWARD BEAUTY



*Lincoln-Zephyr V12*

A combination of features that makes it the only car of its kind.  
1—Unit-body-and-frame—steel panels welded to steel trusses.  
2—V-type 12-cylinder engine—smooth, quiet power. 3—14 to 18 miles to the gallon. 4—High power-to-weight ratio—low center of gravity. 5—Comfort for six, "amidships" in chair-height seats—gliding ride—direct entrance—high visibility. 6—Hydraulic brakes.

STYLE LEADER FOR 1939



# PREVIEW OF 1939 BEACH FASHIONS

## U. S. STROLLERS for the Beach



**U. S. STROLLERS FOR THE BEACH**—Vivid steps to variety in beach costumes are easy to take with U. S. Strollers. Soft fabrics add comfort to gaiety. Sand-rippled crepe soles have thick layers of ground cork—cool soles for walking in warm sands. Women addicted to the U. S. fish net sandal are much interested in this year's new open front design.

Stripes of many colors distinguish Stroller No. 953, (top). Open-toe sandal, white platform midsole. Brown Dutchboy heel.

Ghillies take to the sand in Stroller No. 951, (middle). Open-toed upper of multicolored peasant cloth and decorative white platform soles are set off by arched heel ramps.

The ever popular U. S. fish net sandal in a new open front design—No. 920. All white, white with blue, and white with brown and orange.

## U. S. HOWLAND Swim Cap

The Cap that REALLY Keeps the Hair Dry

Lovely after swimming—the coiffure that tucks under a U. S. Howland Cap. This is the cap that really keeps the hair dry; its patented suction band keeps water out. Prized as only a becoming cap can be, the U. S. Howland

has established its merit as an aid to beauty. Frankly, the growing demand continues to outstrip our steadily increased output. The initiated collect their U. S. Howlands early in the beach season. It's a waterwise plan.

Velvetex with a sea going flower gives fashion honors to U. S. Howland Cap No. 1901, (above). The all-over flower pattern goes triangular in U. S. Howland Cap No. 1651, (left). The extra ear-guards are attracting attention to this molded cap.

Patented suction band  
KEEPS WATER OUT



Double bands of solid color add interest to the all-over mottled pattern of U. S. Swim Suit No. 1954.

With it is shown—instead of the matching cap—U. S. Howland Cap No. 1646. All-over pond lily design. Chin strap.



NEAT, SLEEK...ON OR OFF IN A JIFFY



IT'S CLOSED WITH A *Talon Fastener!*

REG. U.S. PAT. OFF.

DON'T WASTE a minute pulling and tugging at old-type corset closings. Insist on a good long Talon slide fastener in every foundation you buy! For the Talon fastener opens and closes even the longest all-in-one in jig-time. It lies flat as paper. Never bumps or protrudes. And it always works perfectly! TALON, INC., Meadville, Pennsylvania.



THE CORSET FASTENER THAT ALWAYS WORKS  
The *Talon* fastener is the only slide fastener especially made to meet the exacting requirements of foundation garments. Ask for it by name!

TALON CORSET FASTENER • MADE BY TALON, INC.

Reg. U. S. Pat. Off.

ORIGINATORS OF  
SLIDE FASTENERS



FRANKLIN SIMON'S

New York

B. F. DEWEES CO.

Philadelphia

O'CONNOR MOFFATT CO.

San Francisco

E. T. SLATTERY &amp; CO.

Boston

Appleton, Wis., Pettibone-Peabody  
 Asbury Park, N. J., Tepper Bros.  
 Austin, Texas, Yaring's  
 Baltimore, Md., The Hub  
 Birmingham, Ala., The Parisian, Inc.  
 Bridgeport, Conn., D. M. Read Co.  
 Canton, Ohio, Stark D. G. Co.  
 Champaign, Ill., Kaufman's  
 Chattanooga, Tenn., Miller Bros.  
 Cleveland, O., The Lindner Co.  
 Dayton, Ohio, Thals Fashion  
 Duluth, Minn., Dept. Store  
 Durham, N. C., Ellis Stone  
 Fall River, Cherry & Webb Co.  
 Gary, Ind., H. Gordon & Sons  
 Greensboro, N. C., Ellis Stone & Co.  
 Greenville, S. C., Meyers Arnold Co.  
 Harrisburg, Pa., Bowman & Co.  
 Huntington, Anderson Newcomb Co.  
 Indianapolis, Ind., H. P. Wasson & Co.  
 Kansas City, Mo., Hartzfeld's  
 Knoxville, Tenn., Miller's, Inc.  
 Lancaster, Pa., Watt & Shand  
 Lawrence, Kans., A. D. Weaver  
 Lawrence, Mass., Cherry & Webb  
 Lexington, Ky., Ben Snyder, Inc.  
 Little Rock, Ark., M. M. Cohn Co.  
 Lima, Ohio, Feldman & Co.  
 Louisville, Ky., Ben Snyder, Inc.  
 Lowell, Mass., Cherry & Webb Co.  
 Madison, Wis., Harry S. Manchester, Inc.  
 Mansfield, Ohio, R. B. Maxwell Co.  
 Marion, Ohio, Uhler-Phillips Co.  
 Memphis, Tenn., John Gerber Co.  
 Mobile, Ala., C. J. Gayfer Co.  
 Nashville, Tenn., Cain-Sloan Co.  
 New Bedford, Mass., Cherry & Co.  
 Norfolk, Va., Smith & Welton  
 Orlando, Fla., Dickson-Ives Co.  
 Pasadena, Calif., The Newport  
 Plainfield, N. J., Tepper Bros.  
 Port Arthur, Texas, A. Bluestein  
 Portland, Me., Smiley's  
 Portland, Ore., Roberts Bros.  
 Providence, R. I., Cherry & Webb Co.  
 Pueblo, Colo., Crews-Beggs D. G. Co.  
 Richmond, Va., Miller & Rhoads  
 Rockford, Ill., Chas. B. Weise & Co.  
 St. Louis, Mo., Sonnenfeld's  
 St. Paul, Schuneman's & Mannheimer's  
 St. Petersburg, Fla., Rutland Bros.  
 Spokane, Wash., Palace Dept. Store  
 Syracuse, N. Y., L. A. Witherill  
 Toledo, Ohio, Lamson Bros. Co.  
 Washington, D. C., The Hecht Co.  
 Whiting, Ind., H. Gordon & Sons

*Elymor Fashions*

BY

TALLY-HO TAILORS INC.



FOR THE AMERICAN  
SCENE



Hollywood inspired them . . . These tailored perfections suit every trigger-trim modern to a capital "T" . . . Hand-tailored . . . man-tailored throughout, yet soft and feminine . . . Breath-taking fabrics . . . and that costly custom-tailored look smart young America adores.

All lined with "Finesse," a Crown  
Tested rayon fabric, laboratory check-  
tested and approved for wearability.



No. 918. A single-breasted reefer, tailored in beautifully blended imported British tweed in four delightful tone mixtures. Sizes 12 to 20. \$25.00

No. 906. (right) A reefer classic in raised self-striped covert, with silk velvet removable collar. West Point Sizes 12 to 20. \$22.95

No. 302. (above right) A figure-flattering suit classic in duo-tone gabardine, fine pin-check worsted and unfinished worsted. It has an exquisitely smart new soft drape and extended square shoulders. Sizes 12 to 20. \$22.95



*See the best before you build!*

- If you plan to build or buy a home . . .
- If you're interested in the latest and best examples of new houses the country over
- If you want to know how they were planned and built—how much they cost . . .
- Then don't miss . . .



COURTESY HADLEY CONSTRUCTION CO., DETROIT, MICH.

## House & Garden's February Double Number

with its complete, separately-bound

# PORTFOLIO OF 30 DISTINGUISHED HOUSES

Now on sale at your newsstand, this great Home-Building Double Number brings you a full and detailed report of 30 new houses, hand-picked by House & Garden's editors from 22 different suburban developments. In this Portfolio (which makes up Section II of the issue), you will find:

- PHOTOGRAPHS of each house, showing its location in full perspective.
- ARCHITECTS' PLANS, for the complete house, with notes on orientation and other special features.
- CONSTRUCTION OUTLINES, including construction material, insulation, heating, color scheme, etc.
- APPROXIMATE COSTS, dependent on local building conditions, construction detail, etc.

Each of the 30 houses in this Portfolio is a notable example of good design and efficient planning. Each is of sound construction—well adapted to its owner's needs. And each house—whether in the \$5,000 or the \$50,000 class—represents outstanding value per dollar invested.

Section I of the February Double Number is equally important. Among its many features are: a 6-page preview, in color, of the San Francisco World's Fair; articles on vegetable gardens, bell-flowers, and flagged gardens; new furniture designed to fill difficult corners; the story of a revitalized New Jersey farm house.

Get your copy of this February Home-Building Double Number today—35¢ at your newsstand. Or use the coupon below for a year's subscription to House & Garden.

### 1 YEAR (12 issues) of HOUSE & GARDEN—\$3—including all Double Numbers

HOUSE & GARDEN, Greenwich, Conn.

I enclose \$3 for which send me a year of House & Garden beginning with the February Double Number.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

Throughout the coming year, House & Garden plans a full program of Double Numbers, each consisting of two separately-bound publications. Section I of each issue will cover the wide variety of subjects connected with the home. Section II will be devoted to a particular phase of home planning or improvement which is of timely importance.





IT'S LOVE AT FIRST FLIGHT! 



**W**e choose the word with care! First time you take the wheel of this sightly, sprightly Buick you'll find something in its glorious action that calls to mind the flight of birds!

You'll like the way it gets about, the way its marvelously efficient Dynaflex engine contentedly hums at its work—you'll thrill to its instant answer to the touch of your slipper to gas-treadle!

You'll like the wheel that on the road or at curbside calls for no glove-bursting tug to make it respond; you'll cheer for level floors, free from tunnels that scuff your delicate footwear.

You'll like the way you can signal your turns—with a mere flip of a handy switch; you'll

adore a car so lightly obedient you even feel graceful when parking!

Again, you'll like the view from its wide-paned windows, and the picture you make behind them. And you'll like the recognition you get—with good looks, good taste, good sense all saying, it's smarter to buy Buick!

Unbelievably enough this great straight-eight—sizable, spirited, sightly and a smoothie—now costs less. Less than last year. Less than you'd think. Less even than some sixes!

**"BETTER BUY**

*Buick the Beauty!*

EXEMPLAR OF GENERAL MOTORS VALUE



# Short-Cut to Arcady



GEOGRAPHERS to the contrary, there *is* an Arcady, just six hundred delightful miles southeast of Times Square. A modern ship will take you there in forty hours . . . a plane in less than six.

*This* Arcady is British. The inhabitants have embraced the leisured delights of civilization, spurning the while all elements of rush and racket. . . . Visitors to this idyllic land are gently urged to forget the world. And they do, thanks to a climate kept eternally bland by

the ministering Gulf Stream . . . and to the soothing absence of motor traffic, hay fever, and fumes. The air they breathe is wonderfully pure, charged with sea spice, cedar, and the scent of semi-tropic flowers.

Isn't this the very spot your jaded spirit cries for? Aren't you wearied with scenes that are stale? Then come to this strange and peaceful retreat . . . this paradise . . . Bermuda!

**BERMUDA IS WITHIN EASY REACH OF THE NEW YORK WORLD'S FAIR**



**YOU CAN GO BY SEA OR BY AIR**—Luxury liners travel from New York to Bermuda in 40 hours . . . a round-trip total of nearly 4 days of delightful shipboard life. Sailings from Boston, too. • Splendid new transatlantic planes now take off from New York and Baltimore, Maryland, and descend at Bermuda 5 hours later . . . an enchanting experience in the sky. • A wide choice of accommodations is provided by Bermuda's many hotels and charming cottages. • No passport or visa is required for Bermuda.

# Bermuda

**PLEASURE ISLAND**

FOR BOOKLET: *Your Travel Agent, or The Bermuda Trade Development Board, 500 Fifth Avenue, New York City. In Canada, Victory Building, Toronto.*



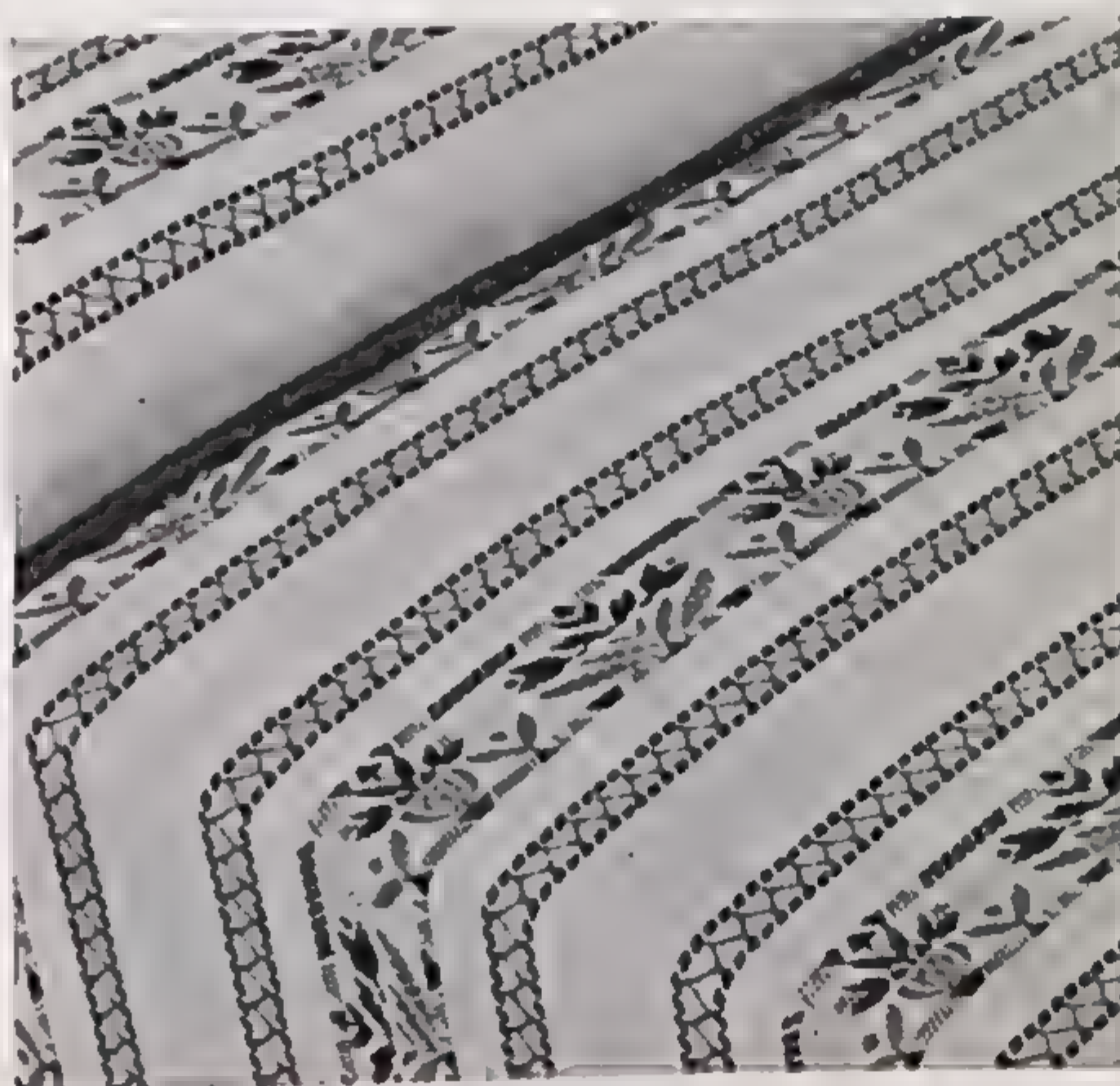


*"Loomed to be heirloomed"*



**A HAUGHTY FEDERALIST** is "Laurel Leaves" the Bates bedspread shown above . . . one of America's most glorious traditional designs, woven in soft textured cotton. This bedspread is reversible. The colors are sunfast and tubfast and the fabric has been laundered in finishing. Single and double bed sizes in Sky Blue, Dusty Rose, Gold, Green, Peach, Brown, Wine.

America's best loved bedspreads are designed and woven by Bates. They are all gloriously American—"Loomed to be Heirloomed"—and bearing a fine old label revered by America's leading families since 1852. Born of the same old-school craftsmanship, Bates Fine Percale Sheets now supply the luxury of fine percale at astonishingly low prices.



Write today to Bates Fabrics, Inc., 80 Worth St., N.Y.C. for illustrated booklet of new patterns.

**EXQUISITELY QUILTED** is "Woodland Rose." Snow-white cotton of ruffled texture is overstitched with a charming floral motif, with embroidered and scalloped edges. Its soft colors are sunfast and tubfast. Single and double bed sizes in Blue, Rose, Gold, Orchid, Green, Rust, Wine and Brown.

**GAY AS A SUN-SPLASHED PATIO** "Fiesta" recreates the spirit of the old Southwest contributing caballero gayety to bedrooms of today. Bright colors on a tan homespun ground. Single and double bed sizes. Color Combinations: 1. Red, Blue, Black; 2. Yellow, Green, Red; 3. Yellow, Brown, Red; 4. Rose, Brown, Peach; 5. Brown, Brown, Blue; 6. Blue, Rose, Green.

**Bates** BEDSPREADS AND FINE PERCALE SHEETS



*Spring is Sheer, Milady-*

AND SO IS  
ARCHER!



ARCHER HOSIERY MILLS, COLUMBUS, GEORGIA

Archer  
Hosiery  
*For Lovely Women*



# Paramount

CUSTOM FOOTWEAR



## THE CROWNING FASHION TRIUMPHS FOR SPRING

For moments that matter... be your loveliest self in these exquisite Paramount Custom shoes of distinction. Master craftsmen artfully create their trim sophisticated lines to bring you a new, flattering elegance... plus the perfection of true quality. Paramount Custom Footwear featured at better stores everywhere. **\$6 to \$6<sup>75</sup>**



PARAMOUNT SHOE MANUFACTURING COMPANY • SAINT LOUIS





by **McMULLEN**

Starring exclusive striped-and-plain chambray, from New England, tailored with the infinite precision that has made the name McMullen known from Maine to Hawaii. 1939 version of the "Gibson Girl" shirtwaist and full skirt. Write for name of shop nearest to you.

**McMULLEN COMPANY • 475, FIFTH AVENUE, NEW YORK**

*Saks Fifth Avenue*  
says "LUX IT"

Mouth-watering colors and a deft filip of embroidery make this handsome linen something pretty special. "Super-practical, too," says Saks Fifth Avenue, "because you can Lux it. Lux has no harmful alkali. Anything safe in water is safe in gentle Lux."



**LUX**  
For all fine laundering  
For washing dishes

**FINE STORES EVERYWHERE  
RECOMMEND LUX**

# THE GOURMET'S GUIDE

## RESTAURANTS—dining

**DIVAN PARISIEN**  
17 East 45th St.  
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.  
Luncheon and Dinner  
Finest vintage wines, and liquors  
Air Conditioning Vanderbilt 3-7897

**THE MARGUERY—RESTAURANT FRANÇAIS**  
270 Park Avenue—Wickersham 2-8494  
Famous for the real Filet of Sole Marguery and hot hors d'oeuvres  
Parisian Specialties Every Day  
Luncheon—Dinner—Popular Cocktail Hour

**JANE DAVIES'**  
145 West 55th St.  
Luncheon 55c, 65c, 75c Vintage Wines Dinner \$1 and \$1.25

**10 W. 55 FRANCES LYNN** 52 E. 52  
Smart Clientele, deft service, delicious food.  
For "Pennywise New Yorkers"  
Luncheon 50c, 65c Dinner 75c, 99c

**ALEXANDRA RESTAURANT**—8 East 49th Street.  
Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

**CRILLON**, 118 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon \$1—Dinner from \$1.50 in the Main Dining Room. Dollar London-Buffer-Dinner before theatre in the Bar.

**15 East 52nd HENRI Plaza 3-7130**  
Finest food prepared in the true French manner. Luncheon \$1.50. Dinner from \$1.75. Also à la carte. Famous cocktails from 30c • Parisian cocktail lounge.

**THE BLUE BOWL AT 157 EAST 48th ST.**  
specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.25.

**KENTUCKY SERVES A MEAL**  
Featuring Suppers from 85c to \$1.25  
Luncheon from 75c—Dinner from \$1.25 to \$1.50  
Elizabeth D. Reynolds, Inc., 15 East 48th St.

**MIYAKO—JAPANESE CUISINE**, 340 West 58th St. Columbus 5-0577. Famous original Sukiyaki and Tempura Cuisine. Excellent luncheon and dinner. Open from 12 to 11 P.M.

**LITTLE OLD MANSION**—61 E. 52 St. Unusual Food Served in One of New York's Delightful Old Houses. See our old world miniature garden. Luncheon 60c up. Dinner \$1 up. Open Sunday 1 P.M. to 8:30.

**RESTAURANT MAYAN**, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails and dinner. Luncheon entrees from 60c. Dinner Prix Fixe served in sizzling skillet \$1.50, and à la carte.

**GRAND CENTRAL TERMINAL RESTAURANT** and Oyster Bar. Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from \$1.00, à la carte. Delightfully air-conditioned.

**ROCKEFELLER PLAZA RESTAURANT**—32 West 50th. Upstairs—the Plaza Room for Breakfast, Luncheon (from 75c), Cocktails, Dinner (from \$1) and Supper. Downstairs—the Old New York Room for Luncheon (from 75c), Cocktails and Dinner (from \$1). Both rooms are interesting, smart and informal.

**24 WEST 55 ST. CAFE & RESTAURANT** (Rockefeller Apartments—just off 5th Ave.). Smart, restful atmosphere. Excellent cuisine. Luncheon from 60c; large cocktails from 25c; Dinner from \$1.00. Also à la carte. Delightfully air-conditioned.

**CAFE LOUIS XIV**—15 West 49th, Rockefeller Center. Close to the musical, cultural and amusement center. Excellent French Cuisine. Lunch, Cocktails, Dinner, A La Carte.

**CAFE CONTINENTAL**, 10 EAST 52nd STREET  
Cuisine Continental. Liquors and vintage wines. Luncheon \$1.00. Dinner \$2.00. Dinner music. Comfortably air-conditioned. EL 5-9144.

**HAPSBURG HOUSE**—313 E. 55 St.—Novel—Intimate. Dishes reminiscent of the Vienna of Franz Josef. The wine cellar has been called the "best in N. Y." Luncheon, \$1.00, dinner, \$2.00. EL 5-8493.

**THE HEARTHSTONE**  
Garden Grill  
154 East 48th Street  
Simple, delicious food carefully prepared  
Also 102 East 22nd Street  
Open Every Day in the Year

**CHAMBORD**—803 Third Avenue, N. Y. (EL 5-7180). French Cuisine for the gourmet. Novel kitchen behind glass. Cellar for "Connoisseurs". Lunch from \$1.00. Dinner from \$2.00.

**CAVIAR RESTAURANT**—18 East 49th Street.  
"Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. Wickersham 2-2224.

**INTIMATE RENDEZVOUS**  
**MARGO**  
AT THE PIANO  
150 W. 58th St. NYC.  
Columbus 5-9091-8940.



## RESTAURANTS—dining

**JANET OF FRANCE**, 237 W. 52 St., W. of B'way. Famous for "onion soup". Dinner \$1. up; lunch, Châteaubriand steak. It's always sailing time. Janet's Ship's Bar. Open Sundays. COL 5-8181.

**PATRICIA MURPHY'S Candlelight Restaurant**  
The Barclay—33 E. 60th St., Manhattan  
The Candlelight—114 Henry St., Brooklyn  
Sophisticated American Foods

**MAISON MAURICE RAVIOL**, 3 E. 48 St. French cooking at its best. Quite the feeling of Paris. Ideal for lunch between shopping or a theatre dinner. Excellent seafood and wines.

**GOLDEN HORN**, Armenian—Turkish. Where the connoisseur may find exquisitely prepared & classic dishes of the Orient. Wines & liquors. Luncheon \$1.25. 39 W. 51 St., N. Y. EL 5-8396.

**CAFE TROUVILLE**  
112 East 52nd St.  
Open for luncheon, cocktail hour and dinner.  
Entertainment during supper.

**JOSEPH'S**—48 E. 52nd St.  
For many years has applied a continental cuisine to good American taste. Selected wines. Luncheon \$1. Dinner from \$1.50. Also à la carte. Tel. WI 2-8177.

**THEODORE'S**, 4 East 56th Street, Plaza 3-6144.  
One of New York's outstanding restaurants. Famous for excellent food and service.  
Luncheon \$1.10. Steak Dinner \$2.00.

**REY & PIERRE** French Restaurant. Our famous Hors d'Oeuvres and Onion Soup served at all meals. Luncheon, Dinner \$1.00. 42 West 52nd Street, New York City.

**JIMMY'S CAFE SAVINI** (Formerly 53 E. 5th St.) You remember him? Open for luncheon, cocktails and dinner. Specialty of the House "Chicken Tetrazzini". 39 East 49th Street. EL 5-8396.

**WHITE TURKEY TOWN HOUSE**, 1 University Place on Washington Square. Delicious meals served in the informal surroundings of an old Colonial Inn. Open for luncheon and dinner. White Turkey Inn Danbury remains open all year.

## RESTAURANTS—with dancing

**LE COQ ROUGE**—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—entertainment. George Sterney's Orchestra and Ted Dale's Trio. Reservations. Plaza 3-8887.

**EL CHICO**, 80 Grove St., Greenwich Village. Dine and Dance in the atmosphere of Old Spain. Spanish Revue. Open 6 P.M. to 2:30 A.M. Closed except Monday. Dinner \$1.50 and \$2.00. After 9:30 P.M. 50c, Saturday \$1.00. Air-Conditioned. CHelsea 2-4645. Listen NBC every week.

**LARUE**—45 East 58th Street. VOL. 5-6374. New York's smart rendezvous. Dinner, supper. Edith Davis' & Joseph Smith's orchestras. Continuous dancing 'till 4 A.M. Graziella Parraga at supper.

**ST. MORITZ** on The Park, 50 Central Park South. Dinner and supper dancing in the Restaurant à la Paix. Superb dance music. All-Star show. Hosts of Cafe de la Paix and Rumpelmayer's.

**VERSAILLES**—a popular gathering spot for lunch, dinner and after theatre. Presenting Max Baer Broadway's brightest star. Maximilian Berger and his Orchestra, Panchito and his Rhumba. 151 East 50th Street, Plaza 8-0310.

## LOUNGE BAR

**WHALER BAR**—Madison Ave. at 38th St., N. Y. Board the whaler "Wanderer" as she gets underway with a full cargo and all hands on deck. Pull to the captain's table and have your tot of grog. Special shoppers' luncheon from 55c.

## FOOD FOR BEAUTY

**HELENA RUBINSTEIN'S ZURICH LUNCHEON**  
715 Fifth Avenue. Where smart women learn to eat for streamlined vitality in an atmosphere of international chic. Four-course luncheon, \$1. to \$1.50.

## NIGHT CLUB

**LEON & EDDIE'S**, 33 W. 52nd St. The famous cafe-restaurant offers America's most interesting values in food & entertainment. "Sly" Eddie Davis heads a big new show. Continuous dancing.

## LONG ISLAND

**ROUND HILL RESTAURANT**. Séjour des Gens de Mets, So. Huntington, L. I. Cuisine Française—Famous place—Wines & Liquors. Open all year. 34 miles from N. Y. on Jericho Turnpike, Rt. 25. Huntington 12-1212.

## CONNECTICUT

**SILVERMINE TAVERN, NORWALK**. A Colonial Inn, with charming atmosphere. Dining on the edge of the Old Mill Pond. Afternoon Tea in the Old Mill. Choice antiques on sale in the Galleries. Norwalk 88. Near the Merritt Parkway.



3

# Important dates for Smart Women



**FEBRUARY 15**—BEGIN TO PLAN YOUR SPRING WARDROBE.

Preview the new fashion trends. See the new fabrics and colours. Rejuvenate your face and figure with new exercises and treatments. Experiment in new make-up shades. They're all in Vogue's February 15th issue, featuring a forecast of Spring Fashions.



**MARCH 1**—EMBARK ON A SUCCESSFUL SHOPPING TOUR.

Get advance news of the Paris Openings. See what's new and best in the shops in America. Vogue's "First Report of the Paris Openings and New York Fashions"—out March 1st—shows you how and where to find the smartest clothes.



**MARCH 15**—SEE THE PARIS OPENINGS IN FULL DETAIL.

Share in the excitement behind the scenes. Watch the new fashions make their debut. Learn which models are slated for success—and why. Vogue's "Complete Report of the Paris Openings"—in the March 15th issue—is your ticket to a front-row seat.

The dress you buy but seldom wear is the really expensive one. Gloves, shoes, hats, that just miss the mark of chic cost more than you can afford. Even a single clip that's wrong means money thrown away. Vogue—with its great sources of fashion information, its unique judgment, its expert advice—is your best insurance against all such costly—and avoidable—errors.

To be sure you're right.. get the  
3 great Spring Fashion issues of

**VOGUE**

VOGUE IS THE ONLY FASHION MAGAZINE PUBLISHED TWICE EVERY MONTH



## SAINT BERNARDS



Int. Ch. Apollo von Rougang of Waldeck

Also Pekingese — Cocker Spaniels — Huskies

Here at Waldeck we usually have puppies, youngsters and grown dogs of these four breeds. They will make grand companion and utility dogs. It is their conformation and trueness to type that has made Waldeck's record in the show rings of this country so outstanding during 1938.

## WALDECK KENNELS

Kennels: Oenoke Ridge, New Canaan, Conn.

E. L. Winslow, owner

Address All Mail—P. O. Box 159V, Stamford, Conn.

Telephone New Canaan 1121

## MAZELAINE BOXERS

*For Discriminating People*



Ch. Dorian

A wide selection of choice puppies from the breed's most outstanding sires and dams. Puppies you will be proud to own and exhibit.

MAZELAINE KENNELS

Mr. and Mrs. John P. Wagner

1230 No. Edison Street, Milwaukee, Wisc.

## EIGHT BREEDS

Specializing in high class Trained Dogs



Great Danes  
Dachshunde  
(Black & Tan—Reds)  
Dobermann Pinschers

German Shepherds  
Medium Schnauzers  
Giant Schnauzers  
Boxers Rottweilers

If you want a trained dog or a nice puppy, write us

WILSONA KENNELS

Ben H. Wilson, owner Rushville, Ind.

We extend a cordial invitation to visit the Booth of  
**The Dog Mart of House & Garden The Dog Mode of Vogue**  
during the 63rd Annual Dog Show of the Westminster  
Kennel Club, February 13, 14, 15.

## CNOC LUING KENNELS

Irish  
Terriers



Ch. Bumble Bee of Delwin

Kerry Blue  
Terriers

JOHN MULCAHY, owner

1803 Archer Street, Bronx, N. Y.

For information regarding puppies and for breeding arrangements, call, write or phone:

Delwin Kennels

EDWIN A. SAYRES  
Telephone 2882

Peekskill, N. Y.

# THE DOG MODE



The six finalists line up for the Best in Show award at the 1938 Westminster, held in Madison Square Garden

## Westminster—New York's own Show

THE canine world—its show dogs and, in some cases, fanciers, too—has started donning holiday regalia in preparation for the sixty-third annual Westminster Kennel Club Show, to be held in Madison Square Garden on February 13, 14, and 15. Large dogs, small dogs, indoor dogs, outdoor dogs, accompanied by their owners and trainers, will soon be trekking happily into New York City to set up shop and to compete hopefully for the purse of approximately twenty thousand dollars offered by the Club.

The limit of three thousand canine competitors, set for the first time last year, is again in effect, for obvious reasons. An unlimited number of entries might necessitate a system of double berths in the Exhibition Hall where the dogs are housed; whereas, any number up to the limit can be accommodated with a comfort that borders on luxury. No limit has been placed, however, on the prospective gallery, which, each year, includes more and more people who are interested in dog shows, even though some of them know little or nothing about dogs.

To meet the demands of such an audience, the show committee, headed by Mr. Harry T. Peters, has in the past included in the schedule a number of added features that provide a colour apt to be lacking to the casual observer in the routine business of breed judging. The Club has this year issued invitations to the Masters of several varieties of hounds



The judge, Mr. John G. Bates, awards Best in Show at 1938 Westminster to English Setter, Daro of Maridor



# OF VOGUE

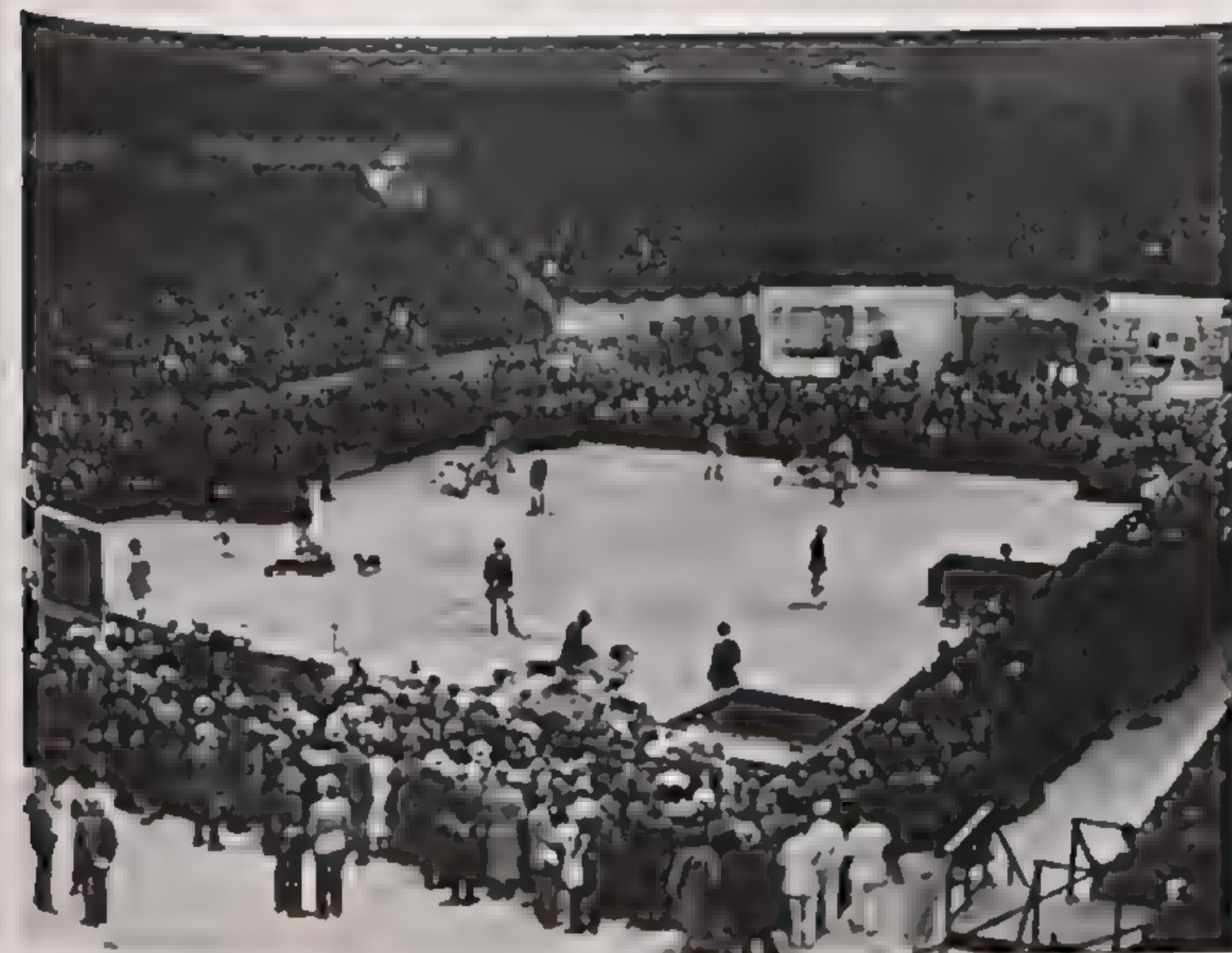


A view from the end gallery of several of the judging rings at Madison Square Garden at the Show's opening

to compete in the big ring at the Garden on the closing day. There are few spectacles in the dog world that match, in brilliance and colour, this annual gathering of the hound packs—the dogs noisily exuberant and the huntsmen in their full hunt appointments. In addition, two new features will make their appearance for the first time this year—Obedience and Sled Dog Competitions. The two are designed to acquaint spectators with the intelligence of pure-bred dogs, each to furnish diversion for those not primarily interested in awards.

Obedience Classes have rapidly gained favour, particularly among amateur owners, and the Westminster Show will, this year, hold the first such competition in its history. The entries will be limited to picked teams. To Mr. Josef Weber, one of the country's foremost authorities, has been given the task of deciding upon the requirements of the match. It will be a two-team competition of six dogs handled by women, matched against an equal number of dogs shown by men.

These two Obedience Teams will meet twice, in the afternoon and evening of the final day, and work out the necessary exercises in formation. The team that carries out the orders of the day in the most efficient manner will garner a cash prize of thirty-five dollars for each of the members of its team, with a prize of twenty-five dollars for the losers, and thirty dollars apiece to be awarded in case of a tie. The entries are by invitation only, and the presence of the nation's leading Obedience dogs is expected. (Continued on page 40)



The exhibition and judging of the hound packs is one of the more colourful features of the Westminster Show



## The Poodle—Ch. Blakeen Jung Frau

Winner of the A.K.C. award for the best American-bred dog or bitch winning the most groups during the year 1938.

*Bred, Owned and Shown by*

## BLAKEEN KENNELS

Mr. and Mrs. Sherman R. Hoyt, owners  
KATONAH, N. Y.

## PINEFAIR KENNELS



Puppies and grown dogs bred from stock representing best bloodlines

### COCKER SPANIELS

Cocker Puppies out of  
Champion My Own  
Day and Night by  
Champion My Own  
Brucie.

Solid and Parti-colored  
Cockers



### CAIRN TERRIERS

Mrs. H. Terrell Van Ingen, owner  
Round Hill Greenwich, Connecticut  
Telephone Greenwich 1412





### Cocker Spaniels

Puppies and young dogs of both sexes and colors from champion stock of outstanding quality. A.K.C. Reg. and inoculated against distemper.

#### HEARTSEASE KENNELS

D. L. MAYNARD  
Round Hill Road Greenwich, Conn.  
Telephone Greenwich 1692



### SKYE TERRIERS



Eng. and Am. Ch. Chum of Merrymount

#### Puppies for Sale

AT STUD

Ch. Bracadale Henry  
Eng. and Am. Ch. Chum of Merrymount  
Ch. Jerry of Merrymount  
Ch. Gregory of Arretton

#### IRADELL KENNELS

Mrs. Consuelo V. Davis, owner  
Thomas Croan, Manager  
P. O. Box 191, Port Washington, L.I., N.Y.  
Tel. Port Washington 39W

### Rare Purebred Gifts

MacCrystal's Scottish or Welsh Terriers, sired by our own champions, make delightful all-family gifts. Gay, merry aristocrats from one of America's finest kennels. Puppies, grown dogs, \$50.00 and up. Write for details.

#### MACCRYSTAL KENNELS

Box 161B Carlyle, Ill.  
Daniel F. Moran, John L. Moran, Owners



### HAVE YOUR DOG TRAINED BUY A TRAINED DOG

Under personal supervision of Mr. Joseph Weber, formerly with Police Dept. of Berlin

WEBER'S TRAINING SCHOOL  
Princeton New Jersey  
Route 1 & 26 Tel. 499  
(Dogs Boarded)

Duplex **FILE** of proper weight \$1.  
Duplex **CHARTS** showing  
how to trim—12 breeds...each .25  
Duplex **DOG DRESSER**  
easy to use . . . \$1.

**DUPLEX DOG DRESSER**  
MYSTIC, CONN.

*Simplicity  
Efficiency  
Durability*

America's Premier Dog Show



WESTMINSTER KENNEL CLUB

63rd ANNUAL

## DOG SHOW

Madison Square Garden

New York City

FEBRUARY 13-14-15

Over 3,000 Dogs on Exhibition  
Judging Continuous

#### SPECIAL FEATURES

SLED DOGS FROM THE NORTH  
COUNTRY IN VARIOUS CONTESTS

#### OBEDIENCE TESTS

Packs of Hounds Shown in Full Hunt Livery

OPEN 9 A. M. to 10 P. M.

#### SEALYHAM TERRIERS

All areas carrying  
Champion Blood-  
lines at reasonable  
prices.

RAYCREST  
KENNELS  
9106 So. Lowe  
Chicago, Ill.  
Triangle 5336



### SEALYHAM TERRIERS



English Champion Matinee Idol of Herds

We offer a few choice puppies  
by our outstanding sires.

#### CROGLIN KENNELS

Miss Helen Schweinler, owner  
Benvenue Ave. West Orange, N. J.  
Tel. Orange 4-6013

#### SEALYHAM TERRIERS

Puppies  
Young Dogs

Slantacre Kennels  
1116 Hales Bldg.  
Oklahoma City, Okla.



### IRISH TERRIERS

Two males and one female, six months old, sired by Ch. Galtree Rover. Dam by Ch. Better'n Ever. Also two males four months old, sired by Int. Ch. Newtownards Aristocrat. Dam also by Ch. Better'n Ever.

#### INDIAN GRASS KENNELS

Marian K. Hersey Stockton, N. J.  
New York City telephone MA 4-4025



### CHIHUAHUAS

are the small perfection of  
Dogdom—and we all know  
the most intriguing gifts are  
those in the tiniest pack-  
ages!!!

Ama Terra Kennels  
823 So. Union Avenue  
Havre de Grace, Md.  
Phone 366

### FRENCH BULLDOGS

The ideal pet and com-  
panion. Puppies and grown  
stock available.

AMOURETTE KENNELS  
Reg.  
1221 Denmark Rd.  
Plainfield, N. J.



### CARILLON KENNELS POODLES

Mrs. Whitehouse Walker  
Bedford Hills, N. Y.  
Tel. Mt. Kisco 6010



### PEKINGESE



Lovely champion bred  
puppies show quality  
\$50 up.  
Sensational white female  
puppy \$200.

ORCHARD HILL  
KENNELS  
Mrs. Richard S. Quig-  
ley, Box V.  
Lock Haven, Pa.

### DACHSHUNDE (Smooth)

Puppies usually  
available.

Pommel Rock Kennels  
Cliffdale Rd.  
Greenwich, Conn.  
Phone: Greenwich 2293



Ch. Argo v. Lindenbuhl

### Siamese Cats PURACHAT CATTERY

Reg. C. F. A. No. 692  
Located at Pine Street,  
Bar Harbor, Maine. Ad-  
dress owner, Miss L. S.  
Frith, 311 East 72nd St.,  
New York City, N. Y.



Seal Point Siamese

Young Cats by  
Double Champion  
SIAM'S CHIEF  
Noda-Purachat

Also Kittens  
Now Available



Blue Point Siamese  
Double Champion  
Siam's Chief Noda-Purachat

### Cat Specialties

"Care, Feeding & Training  
of Cats." Practical hand-  
book for cat owners  
\$1.25

Fresh Catnip Leaves .25, .50

DORIS BRYANT  
70 W. 11th St., New York City  
Everything for the Cat



# THE DOG MODE OF VOGUE



Mr. George S. Thomas has been selected  
to judge the final group at the 1939 Show

(Continued from page 39) The Sled Dog Competition will present a novelty to most of those in attendance at the Westminster Show. In charge of the Sled Dogs will be Mr. Felix A. Leser, of Saranac, New York. The feature will be divided into three sections, covering the second and third days of the Show. First, the dogs will be judged in teams on their status as specimens of their breed. The next phase will stress the ability of the individual dogs to haul sleds—pulling machines of the type used in testing the power of horses will be substituted for theoretical miles of frozen wastes. The last part of the contest will consist of an exhibition of the pulling power of the entire teams, using the same machine. To provide the realistic touch, the handlers will be outfitted in costume, and the spectators will be given a chance to hear the almost legendary cry of "Mush!", which, supposedly, exercises a profound reaction upon an alert team of Sled Dogs.

Aside from these three features, the remainder of the Westminster will follow its usual lines. The three thousand competitors, from the smallest Chihuahua to the largest Great Dane, will be benched in the Exhibition Hall. The judging, as well as the features, will take place in the Arena. It is probably true that the great amount of breed judging to be run



# THE DOG MODE OF VOGUE



Mr. Felix A. Leser, who will judge the Sled Dog competition, with a pet Husky

off during the first two days may seem humdrum routine in comparison with the colourful features on Westminster's crowded schedule. But there will always be, for spectators and fanciers alike, the thrill and excitement of the final hours of competition. Late on Wednesday evening, the crowd about the big ring will see the six group winners lined up for the selection of Best in Show.

The all-important selection of the judges has been made with great care. Heading the list this year is Mr. George S. Thomas, who will select Best in Show from the choices offered by these six judges: Mrs. Walter Ferguson, who is judging the Gun Dogs; Mr. Chetwood Smith, who will judge the Hounds; Mr. C. V. Glebe, who judges the Workers; Mr. Robert Sedgwick, who judges the Terriers; Mrs. Walter Thompson, who judges the Toys; and Mr. Vincent G. Perry, who has the Non-Sporting Group.

With the promise of the best exhibition in its sixty-three years of show history, the Westminster launches the 1939 show season in a grand manner. From the ranks of its three thousand competitors will emerge a new canine king to join those who now occupy niches in the Westminster's Hall of Fame.

KENYON KILBON



**Great Pyrenees and Welsh Corgis**  
Attractive, well bred puppies of both breeds, available.  
Cote de Neige Kennels reg.  
W. Stockbridge, Mass.  
Tel. 34-15 Box V



**The Great Pyrenees**  
The ideal dog for American Country Homes. Affectionate, intelligent companions for children.  
Puppies of distinction for sale from the largest and oldest kennels of the breed in America.  
**BASQUAERIE KENNELS, Reg.**  
Mr. & Mrs. Francis V. Crane, Owners  
124 South St., Needham, Mass.  
Tel. NEEDham 0080



**Great Pyrenees**  
**La Colina Kennels**  
Dr. & Mrs. F. W. Seward  
New Hampton  
Orange County  
New York  
Telephone Goshen 15



**Old English Sheepdogs of Quality**  
Bred for Type, Reared for Health.  
Puppies, older stock, and champions at stud.  
**CLEOFTAEGL KENNELS**  
Miss Edith Buckingham  
Sudbury, Mass. Tel. 168

**To ALL DOG LOVERS:**  
Quadrine, the year 'round liquid groom of its pleasant, fog-like mist, repels and destroys the familiar pests and parasites and leaves the coat with snappy sheen. Ask your dealer or The Allen Co., Dept. V., Toledo, Ohio.

**K-NINE** The solution to use when your dog "forgets".  
**STAIN REMOVER**  
Even the best of house-broken dogs will sometimes err. Don't worry. K-Nine will completely & permanently remove dog urine & nuisance stains from rugs & upholstery. If the spot is new or old. Utterly destroys odor, discourages repeat offenses. Restores color & lustre. Harmless—easily applied. Sold with money back guarantee. 8 oz. can for \$1.00 cash or C. O. D.  
K-Nine Products, Dept. E, 1440 Broadway, N. Y.

**IRISH SETTERS**  
Puppies in either sex of real type and breeding.  
**Wamsutta Kennels**  
Slocum Road  
North Dartmouth, Mass.  
Warren K. Read, Jr. owner

**ADOW KENNELS—GREAT DANES**  
Ch. Blumen of Adow—  
A.K.C. A173,995.  
A Homebred Granddaughter with an enviable record! Finished in 4 shows at 16 mos. (Daughter of Ch. Hec Diana of Adow). Others like her—and sound, healthy puppies as companions available.  
**MRS. OSBORNE WHITE,**  
Breeder  
"White-O-Rancho", R. 1, Box 72, Healdsburg, Calif.

**NO-CHOKE HARNESS**  
  
Do you like being choked?  
**WHY CHOKE YOUR DOG?**  
Choking causes goitre, makes dog nervous, injures his health. NO-CHOKE HARNESS is not only humane, but outstanding in beauty and distinction. Genuine Leather in Red, Black or Tan. Chrome Buckles. Easily adjustable. Light but strong. HAND-MADE TO FIT YOUR OWN DOG. When ordering give age, breed and girth.  
**No-Choke Harness—Price \$4.75. Matching 76" Leash \$3.00. Send check or money order to**  
**EDGAR J. BLOOM TIFFIN, OHIO**

**RESCO built for your dog combinations**  
  
NAIL TRIMMER AND FILE  
Claw trimmer and file.....\$3.25  
Trimmer, File and complete Professional combinations..... 5.50  
Single unit prices, Trimmer..... 2.25  
File..... 1.00  
Professional set..... 2.25  
Fully guaranteed—Tops in their line.  
Sent postpaid upon receipt of money order, check or C. O. D.  
Booklet sent on request.  
**Resco Company**  
1507 Cass Ave. Detroit, Michigan

**ALL THIS FOR YOUR DOG FREE**  
  
**MILLER'S "PACKAGE OF JOY"**  
Contains 5 delicious Miller's Dog Foods and that helpful new booklet "Happier Living for Your Dog." It's all free for the asking to dog owners. Just send us your name today.  
**BATTLE CREEK DOG FOOD CO.**  
229 State St., Battle Creek, Mich.  
"BATTLE CREEK HEALTH FOODS for DOGS"

  
**FREE to Horse Owners**  
**Just Mail Coupon**  
Why pay fancy prices for fine imported English Saddlery? Send coupon below for my Free Catalog that is saving real money for thousands of horsemen. Contains over 400 Bargains in English Saddlery—also letters from horsemen. You select saddlery—I ship on approval. Send coupon today.  
**"little joe" WIESENFELD CO.**  
Dept. 9A, 112 W. North Ave.  
Baltimore, Md.  
Gentlemen: Please send free copy of your 76-page illustrated Catalog.  
Name.....  
Address.....  
City.....State.....

**NORWEGIAN ELKHOUNDS**  
Breeders of Eight Champions  
We offer puppies worthy to become champions.  
**Vindsvat Kennels**  
Route 3, Winchester, N. H. CH. VAKKER AV VINDSVAT

**Great Danes**  
Show prospects—ears cropped. Sire Ch. Czardas v Eppeleinsprung Norris—Dam Ch. Yassa v Loheland of Robin's Nest.  
**MR. & MRS. LYMAN BAKER**  
Robin's Nest Farm, Peoria, Illinois

**DON'T SPAY YOUR DOG - Use NIX**  
Keeps Dogs Away While Female Is in Season  
Simply put NIX on back and tail once a day and you can hunt, show or exercise your dog without danger. NIX is non-poisonous and harmless. Wash off before mating. \$1.00 buys enough for full period plus free sample. If after using sample you are not fully satisfied, return unused regular bottle and your money will be refunded. Ask your dealer or send \$1.00 for bottle postpaid.  
**FREE SAMPLE**  
Use coupon or ask your dealer to get it for you  
**MONEY BACK GUARANTEE**  
**Knock-Em-Stiff Products Co., Abington, Mass. Dept. R-2**  
Dear Sirs: Please send me, all charges prepaid, one regular bottle of NIX good for entire period female is in season together with free sample of NIX good for fair trial. Enclosed please find \$1.00 in cash, check or money order. If after using free sample I am not fully satisfied, I will return, unused, regular bottle of NIX and receive my \$1.00 back.  
Name.....  
Address.....

**ANNOUNCING . . .**  
**THE SECOND ANNUAL "YEARLING SALE"**  
**AT**  
**SPINDLETOP FARMS**  
Lexington, Ky.  
**Wednesday, April 26, 1939**

A Superb Lot of Royally Bred Yearlings by Beau Peavine and American Ace. Also a Few Finished Show Horses.

"ONLY QUALITY HORSES OFFERED IN OUR SALES"

Keep This Date Open and Attend Our Second Annual Sale

For Catalogue or Information Address  
**W. CAPE GRANT, Mgr.**  
**Mrs. M. F. Yount, owner**



## ARIZONA

## Castle Hot Springs

Castle Hot Springs. Distinctive winter resort. Sunshine. No dust. Excellent horses. Good swimming. Tennis. Golf. Amer. Plan. Walter Rounsevel, Mgr.

## Chandler

San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground. 18-hole golf course. Swimming. Tennis. Riding. Robert Foehl, Manager.

## Litchfield

The Wigwam. Distinguished winter resort hotel & bungalows in glorious desert setting near Phoenix. Famous cuisine. Golf, ride, swim, sunbaze. Bklt.

## Tucson

Arizona Inn. Arizona's foremost Resort Hotel. Exclusive clientele. Charming garden homes. Every room has sunporch. Swimming Pool. H. O. Comstock, Mgr.

Pioneer Hotel. Southern Arizona's finest. 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible rates.

Santa Rita Hotel. 250 rms. Tucson's Social Center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands; Polo; Golf. Nick Hall, Mgr.

## CALIFORNIA

## Casmalia, Santa Barbara County

Marshallia Guest Ranch. 42,000 acres. 14 mile beach. Saddle horses, hunting, all sports. Excellent accommodations, cuisine. Amer. plan. Open all year.

## La Jolla

Casa de Mañana—where a warm and happy Winter awaits you. Amer. & Europ. plans. Table d'hôte and à la carte meals. Write or wire for reservations.

## La Quinta

La Quinta Hotel. A charming desert retreat. Swimming pool and every sport. Near Palm Springs. Rates from \$9. single; from \$15. double, American plan.

## Ojai

Ojai Valley Country Club. Golf, horseback riding, all outdoor sports. Peaceful and secluded. Climate unexcelled. Write for reservations and booklet.

## Palm Springs

Desert Inn. 30th Season. Luxurious hotel and bungalow accommodations. Finest food. 35-acre grounds, swimming pool, tennis and badminton courts. Booklet.

## Riverside

Mission Inn. California's historic hotel. In lovely Riverside. Art treasures. All sports. American or European plan. Rooms \$3.50—up. Folder.

## Santa Barbara

Santa Barbara Biltmore. The comfort, thoughtful service and dignified charm of a Montecito estate . . . yours for a day or a year.

## Santa Monica

Miramar Hotel. Mid beautiful gardens, atop the Palisades on the Pacific. Hotel rooms, bungalows and apartments with hotel service. A. or E. plan.

## FLORIDA

## Bradenton

Hotel Manatee River. Near St. Petersburg, smaller, less expensive. Modern. Rooms & Apts. Golf, bathing. Good food. Write hotel. N. Y. Tel. EL 5-6700.

## Daytona Beach

Clarendon Hotel. Directly on the Ocean Front. Fireproof. American Plan. \$8 up. Golf, Tennis, Fishing. Select Clientele. Open January 6th.

## Hollywood Beach

The Surf. Smart new ocean front hotel. Smaller and more secluded, yet near all entertainment. Adjoining golf course. American and European Plan.

## Jacksonville

Hotel Windsor. Heart of city facing beautiful Hemming Park. Large rms.; unique parlors; terrace dining room; wide porches. Lobby entrance to garage.

## Miami

Hotel Alcazar. "On the Bay Front." One of Miami's finest. Steam heat. Two channel radio. Dining Room, Coffee Shop, Roof Garden and Solarium.

Miami Colonial Hotel. The outstanding Bayfront Hotel, steam-heated, solarium, bar, running ice-water. Ask about our all-expense Miami holiday.

## Miami Beach

Hotel Good. Enjoy a gracious, homelike atmosphere in the exclusive, north shore district. Private beach, restricted clientele. Fred S. Rossner, Mgr.

## Orlando

Colonial Orange Court Hotel. One of the finest Hotels in Florida. Beautiful rooms and apartments; best of cuisine. Swimming pool. Centrally located.

Hotel Wyoming. Restful, tropical setting. Every service and convenience. Close to shops, entertainment, sports. American plan. C. DeWitt Miller, Mgr.

## Ormond Beach

Coquina Hotel. Directly on the Ocean Front. Fireproof. American Plan. \$8 up. Golf, Tennis, Fishing. Select Clientele. Open January 27.

## Palm Beach

Palm Beach Hotel. An exclusive hotel offering superlative service, finest cuisine, luxurious atmosphere. Am. & Eur. Plan. All sports. Booklet. J. J. Farrell, Mgr.

## A DIRECTORY OF FINE HOTELS &amp; RESORTS

## VOGUE'S TRAVELOG

## FLORIDA

## Punta Gorda

Hotel Charlotte Harbor. On harbor. Own bathing and 18 hole championship course. Tennis. Quail shooting. Select clientele. Write hotel. N. Y. Tel. EL 5-6700.

## St. Petersburg

The Huntington. A resort hotel of merit in beautiful and exclusive surroundings. Close to all activities. American Plan. Booklet. Paul Barnes, Mgr.

Viney Park Hotel. On Glorious Tampa Bay. All recreational features. 375 rooms; all with bath. Booklet. Clement Kennedy, Managing Director.

## Sarasota

Hotel Sarasota Terrace. Golfing center. Bathing & fishing. Away from business center. Roof Solarium. \$3.50 up Eur. Write hotel. N. Y. Tel. EL 5-6700.

## Sebring

Harder Hall. "On the Ridge." No humidity. 6500-yd. golf course. Steam heat. 150 rooms and baths. Select clientele. Folder V. Eltinge Bros.—Mgrs.

## West Palm Beach

Hotel Royal Worth on shores of Lake Worth. Outstanding in the Palm Beaches. Close to beach & golf. \$5. up Eur. Write hotel. N. Y. Tel. EL 5-6700.

## GEORGIA

## Thomasville

Three Toms Inn. A charming winter resort hotel; splendid golf, swimming pool, riding, hunting. Ideal climate. Booklet. Direction of Geo. C. Krewson, Jr.

## MARYLAND

## Baltimore

The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at \$3.50.

## MISSISSIPPI

## Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

## MISSOURI

## Kansas City

Riviera Apt. Hotel. 229 Ward Parkway. "For fine living". With beauty and charm. Permanent guests only. Furn. and unfurn. 3 to 7 room apts., 2 & 3 baths.

## NEW JERSEY

## Atlantic City



HOTEL DENNIS

February on the Boardwalk suggests early Spring with weather just right for golf, beach riding, sun bathing on Hotel Dennis decks—plus the supreme comfort of spacious guest rooms—sea water baths—delicious cuisine—attractive American and European plan rates. (3 hours from N. Y.) Walter J. Buzby, Inc.

## Atlantic City

Marlborough-Blenheim. Central boardwalk, overlooking ocean. American and European plans. 36 years' ownership management Josiah White & Sons Co.

## NEW YORK

## New York City

Allerton House for Women. 57th St. & Lexington Ave. Refined atmosphere in a congenial Club Residence. From \$2.25 daily, \$11. weekly.

American Woman's Club, 353 West 57th St. For discriminating women. All rooms with private bath; single from \$12 up weekly; double from \$16 up weekly.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly \$12 up. Daily \$2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper Hotel overlooking Central Park at 6th Ave. Rooms from \$3. single; \$5. double. Continental breakfast included. Bklt. "VM".

## NEW YORK

## New York City

Beekman Tower (Panhellenic) 49th St., overlooking East River, all outside rooms, walk to Times Square, Radio City, Grand Central. \$2.50 daily, \$12. weekly.

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from \$7 a day. Walk to Central Pk., Radio City, Times Sq.

## New York City



THE SAVOY-PLAZA

Anticipating every desire of its guests, the Savoy-Plaza has obtained the enviable reputation of satisfying the most exacting. The Savoy-Plaza provides that homelike warmth and charm so welcome to New York visitors. Overlooking Central Park, within easy reach of smart shops and theaters. Subway to World's Fair nearby. Henry A. Rost, Managing Director. George Suter, Resident Manager. 5th Ave., at 58th to 59th Sts.

## New York City

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Quiet, refined surroundings. Single, \$3.50 up; double, \$5.00 up.

Standish Hall Hotel, 45 West 81st Street, one, two or three room suites. Many with kitchenette. Moderate weekly or monthly rates.

## New York City



THE WALDORF-ASTORIA

Value is determined not alone by what a service costs, but also by what your money buys—which explains why all the world continues to be attracted by the economy of The Waldorf-Astoria, Park Avenue, 49th to 50th Streets, New York.

## Watkins Glen

Glen Springs Hotel. High above magnificent Finger Lakes. Natural Nauheim Baths. Splendid cuisine. Golf. . . . New York Phone Medallion 3-5295.

## NORTH CAROLINA

## Greensboro

Sedgefield Inn. Restful, modern, adjoins famous golf course. Riding, Tennis, etc. Excellent Food. American Plan. Folder. Louis D. Miller, Manager.

## Pinehurst

The Carolina. In the healthful sand hills country. 3 golf courses with grass greens. Homelike, friendly social life. H. W. Norris, Mgr. Write for Booklet V.

## Tryon

Oak Hall Hotel and Lake Lanier. In famed Thermal Belt of Blue Ridge Mountains. Matchless winter climate. Hunting, riding, golf, etc. Modern.

## PENNSYLVANIA

## Philadelphia

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Rates begin at \$3.85. Claude H. Bennett, General Manager.

## SOUTH CAROLINA

## Summerville

The Carolina Inn and Cottages. Rest or recreation among the pines. Golf—18 holes—grass greens. Riding, hunting, skeet-shooting. Moore & Son.

## TEXAS

## Hunt

Waldemar Ranch—in Guadalupe Mtns. 85 mi. E. San Antonio. Riding, golf, tennis. Fine food, recreation. Season Dec.-March. Restricted Clientele.

## San Antonio

Gallagher Ranch. Vast, historic cattle ranch year 'round. Ride, rest, recreate. Excellent food. Completely modern. Central heating. Telephone.

## VIRGINIA

## Virginia Beach

Cavalier Hotel and Country Club. Open all year. Golf courses, tennis, riding, fishing, swimming. Roland Eaton, Managing Director. Write for folder.

## BERMUDA

## Hamilton

The Princess Hotel and Cottages. A select clientele. L. A. Tworoger. See Travel Agt., or N. Y. Office, 500-5 Ave. PE 6-6000.

## ENGLAND

## Bath

Lansdown Grove Hotel. 600 ft. above sea level. South aspect, delightful grounds and views. Every possible comfort. Hotel omnibus free. Phone 333-3333.

## London

Carlton Hotel. Pall Mall. Central heating. Famous Restaurant & Grill Room. Palm Court & Ballroom. Bathroom to every bedroom. Soft water.

Ritz Hotel. Piccadilly. Overlooking Green Park, the most fashionable quarter of London. Central heating. Famous restaurant. Grill Room and Bar.

## GERMANY

## Wiesbaden

Hotel Schwarzer Bock. First-class family hotel. Beds. Medical bath in the hotel. Golf, Tennis. Pension terms from Mk. 9. Proprietor, Th. Schaefer.

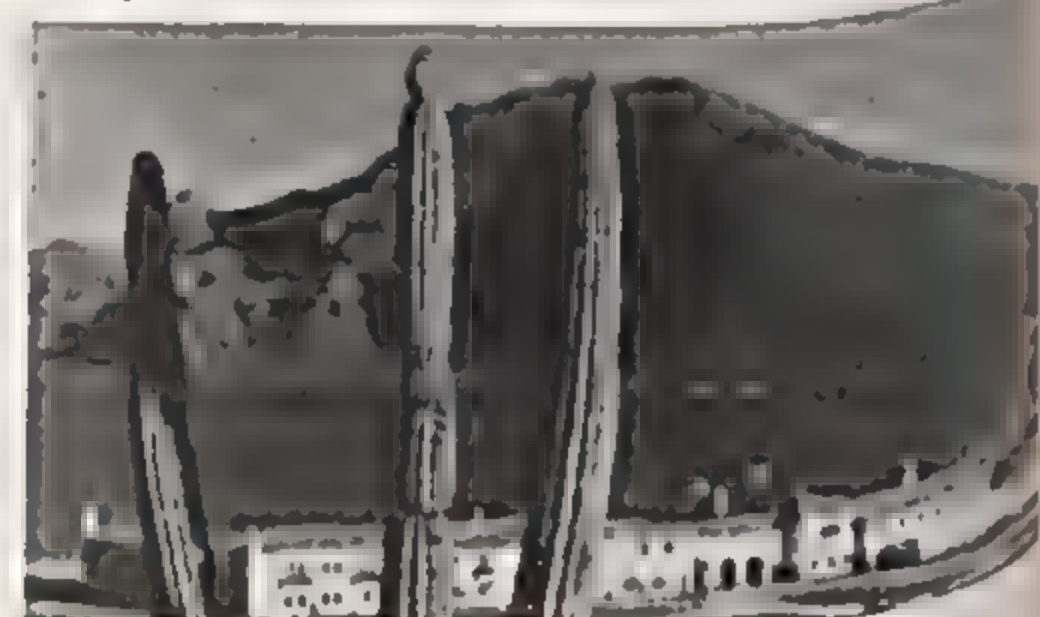
## JAMAICA, B. W. I.

## Constant Spring

Manor House. Near Kingston, 600 ft. high in foothills of the Blue Mts. Golf course, pool adjacent. Moderate rates. Write R. C. S. Ruffy. Manager.

## MEXICO

## Guaymas



HOTEL PLAYA DE CORTES

A short trip by air-conditioned Pullman from Tucson, Arizona, is Southern Pacific Hotel Playa de Cortes, a modern desert resort by the sea near Guaymas, Mexico. Warm sunshine. Swimming, tennis, riding, badminton, finest deep-sea fishing. American Plan. See your travel agent or O. P. Bartlett, Dept. VH-2, 310 S. Michigan Ave., Chicago.

## SWITZERLAND

## Lausanne

Lausanne-Palace-Beau-Site. Wonderful position overlooking Lake & Alps. Excel. cuis. Grill, bar, dancing. All sports. Garage. Reasonable rates. L. Poltera, Mgr.

## Lugano

Hotel Splendid. In Southern Switzerland. First class in every detail. Excellent situation on beautiful Lake Lugano. Family Fedele.

## WINTER SPORTS

Places to go and places to stay—Listed below for your convenience.

## NEW HAMPSHIRE

## Hanover

Hanover Inn at Dartmouth College. Ski T. Children's Ski Schools, skating. Winter rates. Rep. Robt. F. Warner. BRV. 9-6348. Ford Sayre.

## VERMONT

## Stowe—Mount Mansfield

The Lodge at Smugglers' Notch. December-50 miles ski trails, all types; open slopes. European instructor. Reservations required. Literat.

You will find it of advantage to identify yourself as a reader of Vogue, in writing these advertisers



# PRIX de Vogue's PARIS

## Quiz No. 4

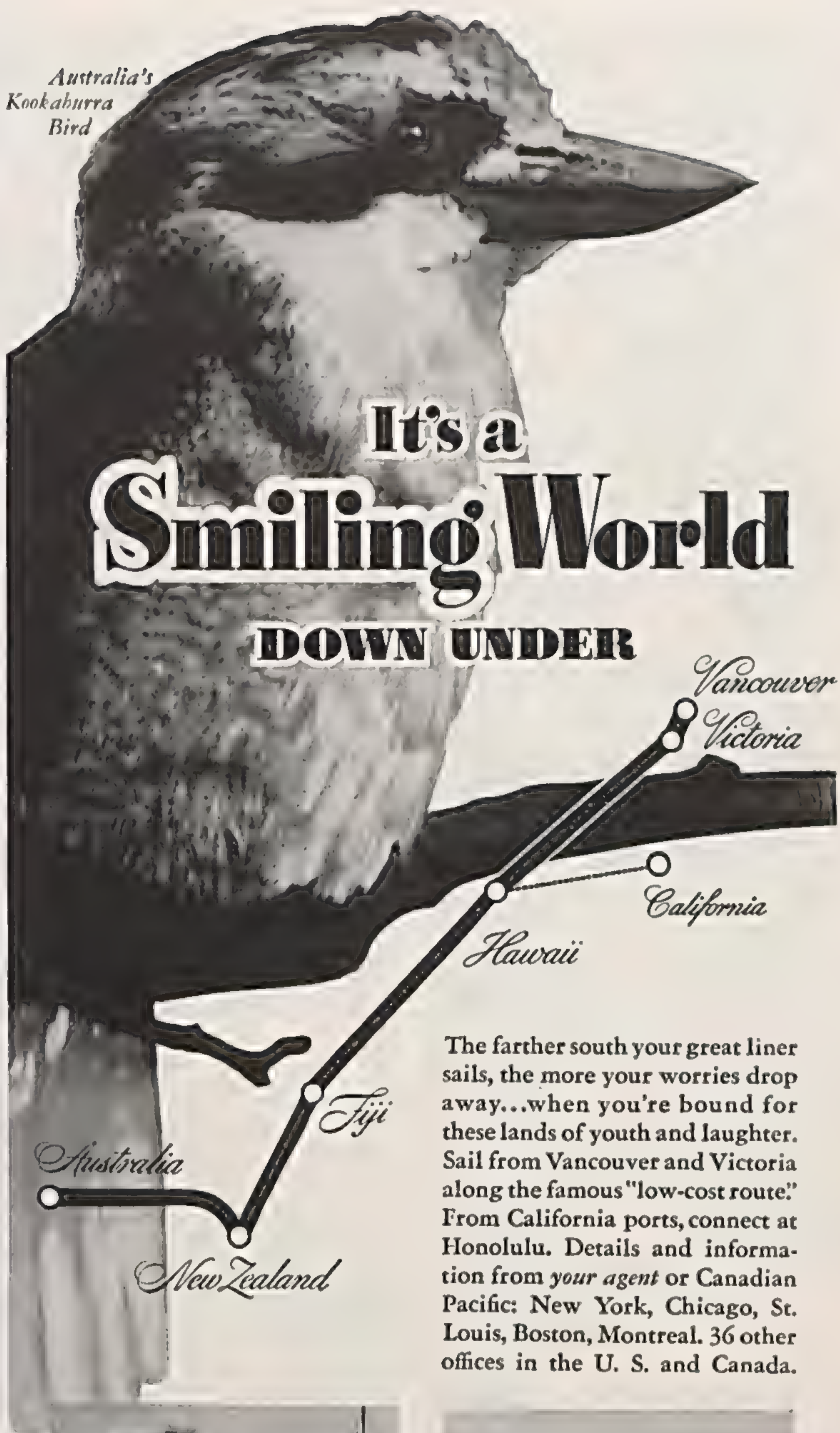
- 1 Write four of your own pet loves and aversions in the manner of "Thank You, Mrs. Conway", and "Tut, Tut, Mrs. Conway" on pages 42 and 43 of the January 1 issue.
- 2 What do you think were the ten most successful fashion features of 1938? Write your own Vogue's-Eye View using these as a theme.
- 3 Write an advertisement for the coming "Americana Number" of Vogue, using the information given on page 11 of the January 1 issue. Limit your writing to approximately 200 words.
- 4 On pages 50 and 51 of the January 15 issue, several articles are sketched and described under the heading "Rainbow to the South". Describe four of the articles in the Shop-hound manner, using about 50 words for each description.
- 5 Suggest another title for:
  - a. Vogue's Finds of the Fortnight
  - b. Vogue's Spot-Light

## Thesis Topics

Below we publish the subjects for the Prix de Paris Thesis. Five topics are suggested. Choose any one. No thesis may exceed 1500 words in length. It must be posted not later than midnight of April 20th.

- 1 Choose a particular phase of one of the following subjects and write an article suitable for Vogue: Art, Literature, Music, Theatre, Movies, or Travel.
- 2 Plan an "Americana" issue of Vogue, bearing in mind the following major points:
  - a. Suggest a general theme. (Vogue used the "World of Tomorrow".)
  - b. Suggest a lead article and frontispiece. (Vogue used the "Tomorrow's Daughter".)
  - c. What features would you schedule? (Vogue used features carrying out the "World of Tomorrow" theme.)
  - d. Suggest an idea for a fashion portfolio. (Example: Vogue's "Clothes America Lives In".)
  - e. Suggest a cover.
- 3 Outline a campaign to increase the newsstand (not subscription) sales of Vogue. Write promotional literature, posters, pamphlets, advertisements, etc., which you think would be effective. To what types of purchasers would you direct your appeal?
- 4 Write an essay on typical modern American amusements, assuming that it (the essay) is to be buried in the Time Capsule at the World's Fair. (The Time Capsule contains a record of contemporary American life, to be dug up in 6939 A.D.)
- 5 What do you think are the essentials of good advertising? Using the actual advertisements in Vogue as your examples, tell which ones you think are good, and which unsuccessful. Suggest new methods wherever possible.

Australia's  
Kookaburra  
Bird



The farther south your great liner sails, the more your worries drop away...when you're bound for these lands of youth and laughter. Sail from Vancouver and Victoria along the famous "low-cost route." From California ports, connect at Honolulu. Details and information from your agent or Canadian Pacific: New York, Chicago, St. Louis, Boston, Montreal. 36 other offices in the U. S. and Canada.



**AUSTRALIAN ABORIGINE.** On the 51-day all-expense Australian tour you'll see many different native races. 6 days in Australia and visits to Hawaii, Fiji and New Zealand. \$519 up, Cabin Class.



**NATIVE MAORIS** watching the remarkable hot springs of New Zealand. Since 1890, Canadian Australasian liners have sailed between Canada and their home ports of Auckland and Sydney.

## THE LOW-COST ROUTE

# Canadian Australasian

TRAFFIC AGENTS—CANADIAN PACIFIC



DE PINNA  
says "LUX IT"



A PET OF A DRESS with its pert little peplum! "A very special pet indeed," says De Pinna, "because it Luxes so beautifully. Protect its perky smartness from harsh soaps and cake-soap rubbing. Gentle Lux gives the care it needs. In fact—anything safe in water alone is safe in Lux."



FINE STORES RECOMMEND  
**LUX**

6 AIR-CONDITIONED TRAINS DAILY

# Florida AND THE SOUTH

## Ride in Protected Comfort

EVERY YEAR, for 52 years, more Florida Visitors have used the Coast Line than any other railroad serving the state. This year, Coast Line's Winter-Vacation trains are faster . . . more modern . . . more complete than ever before. There's a train for every liking and need . . . a departure and arrival time to fit every business and social calendar.

### SPECIFY YOUR TRAIN BY NAME

FLORIDA SPECIAL  
"Aristocrat of Winter Trains"

THE MIAMIAN  
"Saves Half a Day"

GULF COAST LIMITED  
"Through Florida by Sunlight"

HAVANA SPECIAL  
"The Year-Round Florida Train"

VACATIONER  
"Outstanding All-Coach Train"

PALMETTO LIMITED  
"Serving the Nearby Southland"

In one-night-out you swiftly glide over the ONLY DOUBLE TRACK—SEA LEVEL ROUTE to Florida.

In addition, this exclusive combination of features—all cars Air-Conditioned and Air-Cooled . . . New Powerful Locomotives . . . Double Track . . . 100-lb. Rails . . . Sea Level, Rock Ballasted Roadbed . . . Automatic Signals and Train Control . . . Faster Schedules—is supplied in the South only by the Coast Line.

To ride in modern protected comfort, go via Coast Line! Convenient connections are available from all Eastern cities. Low Winter-Vacation fares.

Offices in principal cities

THE Double Track-Sea Level ROUTE

ATLANTIC  
**COAST LINE**  
RAILROAD

A JUDGE HANDS DOWN AN IMPORTANT DECISION:



*"Our Country Home in New Jersey  
is Our Favorite Hobby."*

Say Judge and Mrs. George R. Beach

"We added a new and most absorbing interest to our lives when we bought our 120-acre farm in New Jersey. While pleasure, rather than profit, was our motive, we get a real sense of satisfaction in growing so many of the necessities of life on our own property, and find a refreshing release from everyday affairs in planning for such things as crop rotation, cattle improvement and the like. Best of all, our farm-home nestles in picturesque countryside that seems 'a world apart', yet is near enough to the city for us to enjoy it freely in all seasons of the year."

**New Jersey is a Good Place to LIVE . . . to Work . . . to Play!**

In seeking a country estate, a suburban home or a cottage at the lakes or seashore, the able counsel of Members of the New Jersey Association of Real Estate Boards will prove invaluable to you. You can buy or rent with confidence from these competent realtors, who will place YOUR interests FIRST from consultation to closing.

### "Treasure Hunting in New Jersey"

This booklet tells in word-and-picture (mostly picture) why YOU will "get more out of life" in New Jersey.

**NO PERSONAL INCOME TAX IN NEW JERSEY**

**NEW JERSEY COUNCIL**

State House, Trenton, N. J.

Please send me your free booklet, "Treasure Hunting in New Jersey".

Name.....

Address.....

City.....

State.....

**FREE**  
Booklet  
TH-2



ONE CLASS to Europe  
(Southampton-Antwerp)

**\$100<sup>50</sup> UP**

### Tourist Class Is Top

You'll be astonished at your sea-going appetite and delighted with the fine food with which we cater to it . . .

Good companions and the fun of the ship privileges explain why this is THE VALUE on the North Atlantic. So the friendly, modern, 1 Class way.

For full details write for beautiful illustrated color booklet V. RED STAR LINE, 17 BATTERY PL., NEW YORK, N.Y.



**RED STAR LINE**

(ARNOLD BERNSTEIN LINE)  
17 BATTERY PLACE, NEW YORK

## How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

### Prices of Vogue Patterns

239	..	..	..	\$2.00
240	..	..	..	2.00
S-4117	..	..	..	1.00
S-4118	..	..	..	1.00
S-4119	..	..	..	1.00
8295	..	..	..	.60
8298	..	..	..	.75
8302	..	..	..	.75



# SCHOOLS AND CAMPS

Vogue will be very glad to aid you by answering any inquiry concerning schools and camps.

Miss Marian Courtney, Director

## Girls' Camps

### CHEQUESSET

The Nautical Camp for Girls. Out on Cape Cod. Expert friendly leadership for 50 girls 7 to 17. Sailing, 26th season. Tuition \$325. Lanakilla for girls 6 to 12. 444 E. 66th St., N. Y. C. Also, BUNK DUNE, THE NAUTICAL CAMP FOR BOYS.

### ALOHA CAMPS

FAIRLEE, VERMONT 35th SEASON  
Aloha Camp for girls 12 to 18  
Aloha Hive for girls 6 to 12  
Lanakilla for boys 6 to 14  
Mrs. E. L. GULICK, 8 Perrin Rd., BROOKLINE, MASS.

### CAMP WYODA

ELY, VERMONT  
Eight weeks of fun for girls from 8-16. Excellent swimming, sailing, canoe and mountain trips. Dramatic, orchestra. For booklet address: Mrs. K. V. NICHOLING, 712 RUSSELL PL., PLAINFIELD, N.J.

### HIGHFIELDS CAMP

A camp for girls 9-17, on Alford Lake, East Union, Me. Healthful location near Maine Coast. Junior, Intermediate, Senior groups. Cabins. Water sports, hockey, tap dancing, tennis, studio. Catalogue. ALICE NICOLL, 118 EAST 93RD STREET, N. Y. C.

### KINEOWATHA CAMP FOR GIRLS IN the HEART of MAINE

A long-established and completely equipped lake camp at Wilton, Me. Junior and Senior divisions. Separate tutoring department. Excellent riding. All sports, including golf, tennis, swimming, canoeing. Camping trips in the rugged Maine country. Crafts and dramatics. Comfortable buildings. Write now for catalogue. Elizabeth V. Bass, Director; Hotel Barclay, 111 E. 48th St., N. Y. C.

### SARGENT Summer Camps

AT PETERBORO, N. H. Outstanding camp for girls on large private lake. Unusual equipment on land and water. Well-balanced recreational program. Experienced counselors. Seniors, 14-19; Intermediates, 9-13; Juniors, 5-8. Riding in fee. Counselor training course. Catalogue.

Ernst Hermann, Director  
22 Everett St. Cambridge, Mass.

## Boys' Camps

### ADVENTURE ISLAND

A Boys' World. On Green Bay, near Fish Creek, Wis. 48 boys. Large wooded island. Many attractive features. Cruising unit for older boys. Exceptional staff. Unusual health record. Six hour drive from Chicago. EN. 1925. CHARLES A. KINNEY, WINNETKA, ILL.

### WASSOOKEAG

The School-Camp for boys who desire a summer session in a camp setting. Accredited to schools and colleges. Complete land and water sports program for junior and senior groups. A summer can save a year. LLOYD HARVEY HATCH, DIRECTOR, DEXTER, ME.

### LODGE AT TRAIL'S END

On Lake Zoar, Newtown, Conn. Tutoring camp for 20 boys. Carefully planned educational, social, and sports program under experienced teachers. References exchanged. Booklet. ROLAND K. REDE, FRIENDS' SEMINARY, 11 RUTHERFORD PLACE, N. Y. C.

### KEN-MONT FOR BOYS 16th YEAR

"2,000 Feet A Top the Berkshire Mts. in New England" On Beautiful Spectacle Lake  
Trips—Crafts—Indian Lore—Fishing—Photography.  
Ken-Wood, for girls, affiliated camp across the lake  
Attention Southern and Western Campers  
Personally Conducted Tours to N. Y. World's Fair  
Dr. B. W. Kiviat, 180 E. 79th St., New York.

## Summer Schools

### CULVER EIGHT HAPPY WEEKS OF CULVER TRAINING

in NAVAL SCHOOL or CAV-ALRY CAMP (boys 14-19) and WOODCRAFT CAMP (boys 9-14). Regular Academy personnel. Exceptional housing. Facilities. Emphasis on correct posture, initiative, courtesy, Christian character. Optional tutoring. All land and water sports. Moderate cost. Specify catalog desired.  
210 Lake Shore Avenue Culver, Indiana

## Girls' Schools

### GREENWICH ACADEMY

MODERN COUNTRY DAY SCHOOL FOR GIRLS  
Est. 1827. College Preparatory, General & Post Graduate courses. Sports, Dramatics & Arts. Pre-school to college. Residence for Junior and Senior years. RUTH WEST CAMPBELL, HEAD, GREENWICH, CONN.

### LOW-HEYWOOD

On the Sound—At Shippan Point  
Preparatory to the Leading Colleges for Women. Also General Course, Art and Music. Separate Junior School. Outdoor Sports. MARY ROGERS ROPER, HEADMISTRESS, BOX V, STAMFORD, CONNECTICUT

### ST. MARGARET'S SCHOOL

Emphasizes preparation for the leading colleges. General course with music, dramatics, art, secretarial work. Hockey, riding. Other sports. Country estate, modern building. Established 1865.  
ALBERTA C. EDELL, A.M., Box V, WATERBURY, CONN.

### KENDALL HALL

Thorough college preparatory and general courses balanced by zestful sports and happy school life. 200 acres facing Mt. Monadnock. Tennis, riding, swimming, winter sports. MR. AND MRS. C. P. KENDALL, BOX 355, PETERBOROUGH, N. H.

### OAK GROVE

Emphasizes Preparation for College and Gracious Living. Music, Art, Dramatics, Upper & Lower Schools. Grad. Course Sec. Sc. Riding included. Winter Sports. Beautiful new fireproof buildings. MR. AND MRS. ROBERT OWEN, BOX 121, VASSALBORO, MAINE.

### ABBOT ACADEMY

Founded 1829. Rich traditions combined with modern methods. College preparatory and general courses. Excellent facilities for art and music. Beautiful country campus near Boston. All sports. PRINCIPAL: MARGUERITE V. HEARSEY, ANDOVER, MASS.

### ROGERS HALL

New England setting and traditions. Near Boston. College preparatory and general courses. Secretarial training and home economics. Music, art, dramatics, winter sports. Riding. Swimming pool. MRS. KATHARINE W. MCGAY, BOX V, LOWELL, MASS.

### THE ERSKINE SCHOOL

Junior College in the city for preparatory school graduates. Courses in Dramatics, the Arts, Social Service, Secretarial Science. Riding, outdoor recreation. Miss EUPHEMIA E. MCCLINTOCK, DIR., 129 BEACON ST., BOSTON, MASS.

### GARLAND SCHOOL

Training for homemaking and allied vocations. One- and two-year courses for girls of college age. Technical and cultural subjects. Four residence practice houses. Mrs. GLADYS V. JONES, 409 COMMONWEALTH AVENUE, BOSTON, MASSACHUSETTS.

### HOUSE IN THE PINES

Near Boston. College Preparation. Junior College course with study abroad. Secretarial course, art, household arts, music. Riding. Write for Jr. Col. or Preparatory School catalog. GERTRUDE CORNISH MILLIKEN, PRIN., 40 PINE ST., NORTON, MASS.

### STONELEIGH-PROSPECT HILL

College Preparatory and General Academic Courses. Tuition includes Music, Art, Mensendieck, Riding, Skiing, Tennis, Hockey, 150 Acres. Headmistresses: ISABEL B. CRESSLER CAROLINE L. SUMNER GREENFIELD, MASS.

### NORTHAMPTON SCHOOL FOR GIRLS

Thorough preparation for Smith and other colleges. Nine-acre campus. Outdoor life. Riding. Golf. DOROTHY M. BEMENT, SARAH B. WHITAKER, PRINCIPALS, BOX E, NORTHAMPTON, MASSACHUSETTS.

### LASELL JUNIOR COLLEGE

Ten miles from Boston. Two-year courses for high school graduates. Academic, Home Ec., Secretarial, Merchandising, Art, Music. College Preparatory. All sports—riding. Catalog. GUY M. WINSLOW, PH.D., 126 WOODLAND RD., AUBURNDALE, MASS.

## THE ART OF LIVING-



Young Women 18 to 25  
Home-making, writing for profit, investments, design, decoration, hospitality, nutrition, budgets and many other essentials. Catalog 35.

DANFORTH-DUNBAR SCHOOL  
WORCESTER, MASS.

## Girls' Schools

### ROBERTS-BEACH SCHOOL

College preparatory school near Baltimore and Washington. Small classes, high scholastic standing. Separate house for younger girls. Music, Art, Riding. LUCY GEORGE ROBERTS, PH.D., AND SARAH M. BEACH, PH.D., BOX V, CATONVILLE, MD.

### HANNAH MORE ACADEMY

Est. 1832. Accredited Episcopal preparatory school. Country environment—near Baltimore. Music, Art, General Courses. All Athletics. Riding. Modern Equipment. Reasonable rates. LAURA FOWLER, A.B., BRYN MAWR, PRINCIPAL, REISTERSTOWN, MD.

### NATIONAL PARK COLLEGE

Formerly National Park Seminary. Junior college. Preparatory. Terminal, transfer courses. Fine arts, secretarial, home economics, Personal finance course. All sports. Suburb Nation's Capital. Catalog. ROY TASCO DAVIS, PRES., BOX 529, FOREST GLEN, MD.

### FAIRMONT COLLEGE

Accredited Junior College and 2 year High School. Advantages of Capital. Liberal Arts, Secretarial, Merchandising, Music, Art, Costume design, Radio Broadcasting, Social Life. Sports. Riding. Catalog: 1713 MASSACHUSETTS AVE., WASHINGTON, D. C.

### KING-SMITH STUDIO-SCHOOL

For young women. Specialized study in Music, Art, Dramatics (new little theatre), Dancing, Languages and Literature, Creative Writing, Domestic and Secretarial courses. Artistic home atmosphere. Catalog. 1755 NEW HAMPSHIRE AVE., WASHINGTON, D. C.

### CHEVY CHASE

Accredited Junior College and Senior High School. Art, Music, Drama, Secretarial, Home Ec. Washington advantages. Sports. Catalogue. Mrs. F. E. FARRINGTON, REGENT; PHILIP MILO BAIL, PH.D., PRES.; CHEVY CHASE SCHOOL, BOX V, WASHINGTON, D. C.

### GUNSTON HALL

For girls. Preparatory, Collegiate Departments. Music, Art, Dramatics, Home Economics, Secretarial. Estab. 1892. MARY L. GILDERSLLEEVE, MARY B. KERR, M.A., PRINS. RICHARD N. MASON, BUS. MGR. 1904 FLORIDA AVENUE, WASHINGTON, D. C.

### ARLINGTON HALL

Junior College and 4-year high school. Strong Academic work. Excellent Music and other Depts. 100 acres in Virginia Hills, 15 min. from White House. Modern bldgs. Indoor riding arena. CARRIE V. SUTHERLIN, M.A., PRES., WASHINGTON, D. C.

### MARTHA WASHINGTON

Junior College and High School. Beautiful estate. Washington advantages. Liberal Arts, Secretarial Science, Cookery, Homemaking, etc. Prep. Dept. Moderate rates. Catalogue. EDWARD W. THOMPSON, BOX V, 3640—16TH ST., N.W., WASHINGTON, D. C.

These schools will give special consideration to letters from readers who mention VOGUE.

### GREENBRIER COLLEGE

Two-year standard college—2-year Prep. for girls. Founded 1812. Near White Sulphur. Fine Arts Dept. Secretarial. Recreational and social activities. Fire-proof dormitory. FRENCH W. THOMPSON, D.D., PRES., DEPT. V, LEWISBURG, WEST VIRGINIA.

### AVERETT JUNIOR COLLEGE

Fully accredited 2-year courses emphasizing liberal arts. Terminal, normal, transfer courses. Music, art, speech and dramatics, secretarial, library sc., physical ed., home ec. Golf, riding. 80th yr. Endowed rate. Catalog. CURTIS BISHOP, PRES., BOX V, DANVILLE, VA.

### FAIRFAX HALL

Standard accredited work. Two years college. Four years high school. Secretarial. Fine Arts. In Shenandoah Valley near Skyline Drive. All sports. Private stable. Indoor and outdoor pools. WM. B. GATES, PRES., BOX V-2, PARK STATION, WAYNESBORO, VA.

## WARRENTON COUNTRY SCHOOL

● BEAUTIFULLY located in Piedmont Valley 40 miles from Washington. French the language of the house. College preparatory, cultural courses. The school is planned to teach girls how to study, to bring them nearer Nature and to inculcate ideas of order and economy. Sports. Riding. Mile. Lea M. Boulligny, Principal, Box 18, Warrenton, Virginia.

Telephone Miss Courtney at  
MOhawk 4-7500 or write  
Vogue's School Bureau at  
420 Lexington Ave., N. Y.

## Girls' Schools

### ANNA HEAD SCHOOL

Est. 1887. College Prep. & General Courses. Accredited—East and West. Post Graduate Dept. Lower school. Outdoor Life. Tennis. Swimming. Hockey. Riding. A homelike school in a college town. Mr. & Mrs. T. R. HYDE, 2532 CHANNING WAY, BERKELEY, CALIF.

### JOKAKE SCHOOL FOR GIRLS

On the southern slope of Camelback Mt. in Ariz. near Phoenix. College preparatory and general courses. Music, art, dramatics, dancing. Riding, swimming, pack trips. Miss LILIAS D. BILL, HEADMISTRESS, GEORGE D. ASHFORTH, DIR., JOKAKE, ARIZ.

### RADFORD SCHOOL

Accredited college preparation and junior college courses in ideal year 'round climate. Music, art, dramatics, secretarialship. Sports, riding. Not for profit. Catalog. LUCINDA DE L. TEMPLIN, PH.D., PRIN., 4500 AUSTIN TERRACE, EL PASO, TEXAS.

### HARRIS FLORIDA SCHOOL

Resident and Day Departments. Accredited. Outdoor study and sports throughout winter. October and May in the mountains of North Carolina if desired. For catalogue and Northern interview, address Miss HARRIS, 1052 BRICKELL AVE., MIAMI, FLA.

### WARD-BELMONT

Accredited Junior College and High School. Conservatory of Music. Art, Literature, Home Economics, Expression, Secretarial, Dancing, Gymnasium, pool, all sports. For literature, address: ALMA PAINE, REGISTRAR, BOX 105, NASHVILLE, TENN.

### FERRY HALL

Thorough Junior College and High School training. Accredited. 28 miles from Chicago. General courses. Music, art, dramatics. Swimming, tennis, riding. Not for profit. 71st year, Catalog. ELOISE R. TREMAIN, BOX 4, LAKE FOREST, ILL.

### KINGSWOOD-CRANBROOK

Grades 7-12, postgraduate. Preparatory and general courses. On lake near Detroit. Music, dramatics, sports, home economics. Unusual opportunities in arts, sciences, handicrafts. Viewbook. Write SECRETARY, 145 CRANBROOK RD., BLOOMFIELD HILLS, MICH.

### PENN HALL JR. COLLEGE

Accredited 2-yr. College and 4-yr. High School. Part of May at Ocean City. Music, Art, Drama, Home Ec., Int. Dec., Costume Design, Writing, Secretarial. Connecting baths. Sports. Riding. Social life. Catalog:—BOX V, CHAMBERSBURG, PA.

### LINDEN HALL

Junior College and School for Girls. Cultural and Vocational. Music, Home Economics, Secretarial, Art, All Sports. Riding. Pool. Preparatory and General Courses. Moderate Rates. Separate Junior School. F. W. STENGEL, D.D., BOX 92, LITITZ, PA.

### THE GRIER SCHOOL

FORMERLY BIRMINGHAM  
Central Pa. mountains. Main line P.R.R. Accredited college preparation, general courses. Art, music, secretarial. Educational trips. All sports—riding. 85th year. T. C. GRIER, BOX 62, BIRMINGHAM, PA.

### OGONTZ SCHOOL

Junior College courses transferring to senior colleges, universities. Thorough college preparatory, general, elective courses. Secretarial, home-making, dramatics, music, art. Rydal Hall, separate Junior School. ABBY A. SUTHERLAND, OGONTZ SCHOOL P. O., PA.

## Harcum Junior College

2-year College Course leading to diploma  
Experimental Theatre  
Journalism Costume Design  
Secretarial Science Music Interior Decorating  
Home Economics Illustrating Fine Arts  
Riding—Swimming—Fencing—Sports  
Practical Experience—Vocational Guidance  
Professional Training.  
Write for Catalog detailing over 100 courses.  
Edith Harcum Box V, Bryn Mawr, Pa.

## VOGUE

is glad to aid its readers by answering any inquiry concerning schools. Write, call, or telephone. Our address is 1928 Graybar Building, 420 Lexington Avenue, New York City. MOhawk 4-7500.



## Girls' Schools

## CENTENARY JUNIOR COLLEGE

Fully accredited 2-yr. college. Transfer, vocational courses. Liberal and fine arts, secretarial, home economics, dramatics. All country sports, pleasant social life. N. Y. C. advantages. Catalog. ROBERT J. TREVORROW, D.D., Box 49, HACKETTSTOWN, N. J.

## MISS BEARD'S SCHOOL

Excellent preparation for the leading colleges for women. General courses. City opportunities in art, music, and dramatics. Country life and outdoor sports. LUCIE C. BEARD, HEADMISTRESS  
Box 32 ORANGE, N. J.

## FINCH JUNIOR COLLEGE

61 East 77th Street  
New York

JESSICA V. COSGRAVE, A.B., LL.B., PRESIDENT

## FRENCH SCHOOL FOR GIRLS

Combines what a school abroad offers with the advantages of New York for music and art. Cultural studies. Spoken French emphasized and individual interests encouraged. MLE. TOUTAIN AND MISS CUMMINGS, 903 PARK AVENUE, NEW YORK CITY.

## SCUDDER-COLLVER SCHOOL

An intimate school in practical homemaking. Decoration, landscaping, music, writing, barn theatre. Fall and Spring in spacious historic home near Princeton. Riding and tennis. Winter in N. Y. NATHALIA B. COLLVER, 35 WEST 12TH ST., N.Y.C.

## SEMPLER SCHOOL FOR GIRLS

351 RIVERSIDE DRIVE, NEW YORK  
Resident, Day, Postgraduate, Special Courses, College Prep., Art, Music, Dramatics, Secretarial, Household Arts, Athletics. Country Estate week-ends. 41st year. Mrs. T. DARRINGTON SEMPLER, PRINCIPAL.

## CATHEDRAL SCHOOL

OF SAINT MARY GARDEN CITY, L. I., N. Y.  
Episcopal school for girls in country near New York. General and college preparatory courses. Graduates in all leading colleges. Art, music, dramatics. All sports; riding, swimming. MARION V. REID, PRIN.

## ANDREBROOK

A school of unusual opportunity combining thorough college preparation, with music, art, and languages emphasized. Restricted in size. Accessible to New York City. Riding featured. Catalog on Request. Miss LILLIAN CLARK WEAVER, TARRYTOWN, NEW YORK.

## SKYWOOD HALL

AT LAWRENCE FARMS

A small preparatory school emphasizing music and art. General course also. Country life in the Westchester hills. Miss KATHERINE DEBEVOISE, HEADMISTRESS, LAWRENCE FARMS, MT. KISCO, N. Y.

## BRIARCLIFF JUNIOR COLLEGE

Briarcliff Manor, N. Y. Two years of accredited college work. Art, music, theatre arts, interior decoration, costume design, social work, journalism, home economics, business science. Near N. Y. C. All outdoor sports, swimming pool. REGISTRAR, Box X.

## EDGEWOOD PARK

College preparatory, advanced courses in liberal and fine arts, secretarial science, medical asst., home ec., dramatics, journalism. Costume design, interior decoration, merchandising. All sports—riding. Moderate rates. Catalog. Box V, BRIARCLIFF MANOR, N. Y.

## THE KNOX SCHOOL

College preparatory; also 2-year advanced, accredited courses. Art, music, drama, business, household arts. All sports—golf, riding, skiing, crew. Catalog. Mrs. E. RUSSELL HOUGHTON, Box V, COOPERSTOWN, N. Y.

## Women's Colleges

## LINDENWOOD COLLEGE

Confers A.B., B.S. and B.M. degrees. Also 2-yr. Junior College. Prepares for civic and social leadership through modernized curriculum. Vocational courses. Special work in music, art. Near St. Louis. Sports. Catalog. Box 439, ST. CHARLES, MO.

## BRENAU COLLEGE—WOMEN

Located Foothills Blue Ridge Mts. near Atlanta. Standard A.B. Degree. Also 2 year Jr. College. Music, Oratory, Dramatic Art, Phys. Ed. All sports. Attractive social life. Bulletins address: BRENAU, Box V-10, GAINESVILLE, GA.

## MARYLAND COLLEGE

For women. Degrees, certificates. Home Economics, Music, Kindergarten Training, Speech, Secretarial, Fine Arts. Pleasant social life. Sports. Near Baltimore. Riding, swimming. Catalog. BOX V, LUTHERVILLE, MARYLAND

## MARYMOUNT COLLEGE

Tarrytown-on-Hudson, New York  
Accredited. Confers B. A., B. S. Degrees. Special two-year course. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical, Athletics.  
Extensions:—1027 Fifth Avenue, New York City  
Paris and Rome. Address Secretary

## Marymount Preparatory Schools:

Wilson Park Tarrytown, New York  
Cor. Fifth Ave. & 84th Street, New York City  
Address Rev. Mother

## SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,

Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

## Boys' Schools

## CLARK SCHOOL

Accredited and incorporated for no profit.  
Classes average six students.  
Write for copy of "Clark Plan, It's Different".  
Address:  
FRANK V. MORGAN, HANOVER, NEW HAMPSHIRE.

## CHESHIRE ACADEMY

FORMERLY ROXBURY SCHOOL

Thorough college preparation for each boy, within flexible curriculum. Broad program of student activities. Large campus, full equipment, all sports. A. V. SHERIFF, HEADMASTER, CHESHIRE, CONN.

## LANDON SCHOOL

Strict college preparation. Small study groups. Experienced masters. Limited enrollment. Country location overlooking city. Separate lower school. Sports for all. Riding, golf. Catalog. PAUL L. BANFIELD, Box V, BRADLEY LANE, EDMOND, WASHINGTON, D. C.

## TOME

The school for personal preparedness offers three courses: 1. Accredited college preparation. 2. General. 3. Pre-business. On Susquehanna River. All sports, boating, 188 acres. Lower school. Catalog. CHARLES J. KEPPEL, Box V, PORT DEPOSIT, MD.

## THE SLADE SCHOOL

OLNEY P. O., MARYLAND  
A country school near Washington preparing boys under fifteen for the leading secondary schools. Write for The Slade Plan.  
CLARKE WINSHIP SLADE, HEADMASTER

## ADMIRAL FARRAGUT ACAD'MY

Graduates in 45 colleges. Accredited. Special classes preparing for U. S. Gov't Academies. Naval, military training. Sports. Moderate rate. No extras. Separate Junior School. Catalog. REAR ADMIRAL S. S. ROBISON, U. S. N. (RET.), Box V, TOMS RIVER, N. J.

## PEDDIE

Specializes in preparing boys for college. 304 graduates in last five years have entered leading colleges. 150 acres. 16 modern buildings. Junior school. All sports for all—golf. Summer session. 74th year. Catalog. W. E. SAUNDERS, Box 2V, HIGHTSTOWN, N. J.

## ST. JOHN'S

College preparatory. Separate Junior School. Modified Military. Limited enrollment. Supervised study. 30 miles from New York. Gym, pool, all sports. Moderate rate. 96th year. Non-Sectarian. Catalog. WILLIAM A. RANNEY, OSSINING-ON-HUDSON, N. Y.

## PEEKSKILL MILITARY ACADEMY

Careful educational guidance. Ages 7-18. Modern buildings overlooking historic Hudson with 1800 acre recreation area adjoining campus. All sports including riding, skiing, golf. Parents invited to call for consultation.  
Catalog, address The Principals, Box V-2 Peekskill-on-Hudson, New York

## NEW YORK MILITARY ACADEMY

CORNWALL-ON-HUDSON, NEW YORK

## The School of Distinction

Only 50 miles from New York is one of America's truly progressive institutions of learning . . . high scholastic standing is attested by graduate representation in all leading colleges. Reserve Officers' Training Corps stresses gentlemanliness, neatness and orderliness.

Three types of courses: accredited college preparation, general education and pre-business; and choice of infantry, cavalry and artillery training. All activities guided by a carefully selected faculty schooled in bringing out the finest in each individual boy. Junior School for boys up to 11.

The best school equipment; scientifically balanced food . . . food that meets the needs of active, growing young men; unsurpassed athletic facilities including complete gym and swimming pool, golf, riding, varsity and intramural sports. A school that builds the basic attributes of leadership. Convince yourself. Visit New York Military Academy any day, any hour.  
Write the Dean for catalog.

## Boys' Schools

## CULVER MILITARY ACADEMY

On Lake Maxinkuckee. Educates the whole boy. College preparatory, Junior College, 8th grade. 450 graduates in 113 colleges. 1000-acre campus. All sports. Infantry, Cavalry, Artillery, Band. Moderate cost. Catalog. 210 PERSHING AVENUE, CULVER, IND.

## LAKE FOREST ACADEMY

A National college preparatory school. Write for "The Richards Plan in Education," which grips the boy's interest, induces hard work, gets unprecedented results. 82nd Year. JOHN WAYNE RICHARDS, HDMR., Box V, LAKE FOREST, ILL.

## ST. JOHN'S MILITARY ACADEMY

For more than 50 years, St. John's has been training boys to make wise choices in life. Thorough instruction, plenty of good times. Accredited preparation for college. All sports. Summer Camp. Catalog. 929 DEKOVEN HALL, DELAFIELD, WISCONSIN.

## FRESNAL RANCH SCHOOL

College preparation for 30 boys, 11-18. Staff of experienced masters. On 15,000 acre cattle ranch, in a sheltered canyon in the Baboquivari Mountains. All the interests of Western life. A horse for every boy. BRYAN F. PETERS, HEADMASTER, TUCSON, ARIZ.

## AUGUSTA MILITARY ACADEMY

Preparatory for leading colleges. Gym, pool. All sports. Troop of 36 riding and cavalry horses. 700 acres. 74th year. Reasonable rates. Send for catalog. COL. T. J. ROLLER OR MAJ. C. S. ROLLER, JR., FT. DEFIANCE, VA.

## FORK UNION

MILITARY ACADEMY

Highest rating. Small classes. Accredited. ROTC. Supervised study. Prepares for college or business. Junior school. House-mother. Athletics. Swimming. Catalog. DR. J. J. WICKER, Box 2, FORK UNION, VA.

## FISHBURNE MILITARY SCHOOL

Accredited. Preparation for colleges, West Point, Annapolis. Supervised study. Experienced instructors. Business courses. R.O.T.C. All sports. Cadet band. Visitors welcome. 60th yr. Catalog. COL. M. H. HUDGINS, Box V2, WATNESBORO, VA.

## STAUNTON MILITARY ACADEMY

⤴ Distinguished for excellent academic, military and athletic training.  
⤴ In beautiful, historic Shenandoah Valley of Virginia. High altitude.  
⤴ Unexcelled health record. Modern fireproof buildings. Separate Junior School. Visitors cordially welcomed.  
⤴ COL. EMORY J. MIDDOUR, Supt.  
⤴ Box V-2 Staunton, Virginia



## Christchurch VIRGINIA SCHOOL FOR BOYS

A non-military college preparatory school with exceptionally high scholastic standing, for boys 12 to 19. Beautifully located high above historic Rappahannock River, the heart of Tidewater Virginia. Limited enrollment; small classes; able faculty. All Athletics. Nautical Science. Sailing. Boating. Water Sports. Catalog. View Book. Box 909, Christchurch, Va.

VOGUE is glad to aid its readers by answering inquiries about schools.  
Address: 1928 Graybar Building, 420 Lexington Avenue, New York City.

## Exceptional Children

## THE BANCROFT SCHOOL

Year-round school and home for retarded and problem children. Resident physician. Educational program. 56th yr. Summer camp on Maine Coast. Catalog. L. L. GLOVER, ATTENDING PHYSICIAN, PRIN.: J. C. COOLEY, Box 345, HADDONFIELD, N. J.

## DEVEREUX SCHOOLS

Tutoring and vocational schools for boys and girls who present educational or emotional difficulties.  
For information address  
HELENA DEVEREUX FENTRESS, DIRECTOR, OR JOHN M. BARCLAY, REGISTRAR, Box 40, BERWYN, PA.

## THE WOODS SCHOOL

For Exceptional Children Three Separate Schools  
Girls Little Folks Boys  
Box 169, LANGHORNE, PA.  
MOLLIE WOODS HARE, PRINCIPAL

## Co-Educational Schools

## GRAHAM-ECKES SCHOOL

College preparatory. C.E.E.B. center. On ocean front. Ideal climate all year. All sports. Limited enrollment. Separate units for boys and girls. Art, Music, Drama. Lower School. 14th year. \$1400. MARQUIS (HARVARD), Box V, DAYTONA BEACH, FLA.

## THE OUT-OF-DOOR SCHOOL

This progressive school opens in New England moves to sunny Florida for winter and spring school through 10th grade. Tutoring for shut pupils. Day, resident. Swim in Gulf, ride. HARRIS RAOUL, DIRECTOR, Box 10, SARASOTA, FLA.

## CHERRY LAWN SCHOOL

A progressive school. Thorough academic training. Expression in the arts; outdoor life. 28-acre campus. 40 miles from New York. Primary grades to college preparation. DRS. CHRISTINA STARK, BORIS BOGOSLOVSKY, DIRS., Box V, DARIEN, CT.

## THE BEMENT SCHOOL

OLD DEERFIELD, MASS.  
Elementary boarding and country day school for boys and girls. Sound academic training. Music, dramatics, dancing, sports.  
MRS. LEWIS A. BEMENT, PRINCIPAL

## WRIGHT ORAL

Resident and Day School. Impaired hearing. Specializing on voice and articulation training, also on reading from pre-school to college entrance work. Enrollment limited. M. E. WINSTON, ONE Tenth FOUR EAST END AVENUE, NEW YORK CITY

## BERGEN JUNIOR COLLEGE

transfer to standard colleges. Day, eve. classes. Dormitory students receive Bermuda without charge. 6 miles from N. Y. C. (Half from Times Sq.) Sports, social activities. Catalog. C. L. LITTEL, Ed.D., Dir., Box V, TEANECK, N. J.

Any of the schools advertised here will gladly give you further information. Letters mentioning VOGUE will receive special consideration.

## Kindergarten Training

## THE MILLS SCHOOL

For Kindergarten-Primary Teachers. Accredited. N. Y. and N. J. Departments of Ed. for state certificate. 3- & 4-yr. courses. College credit toward Ed. Residence facilities. 30th year. New Term Feb. V. LOUGH, 66 FIFTH AVE., NEW YORK CITY

## THE FROEBEL LEAGUE SCHOOL

CHARTERED 1910

An accredited school for the professional preparation of nursery school, kindergarten and primary school teachers. Patricia Richmond, Secretary. 112 EAST 71ST ST., NEW YORK CITY BU 1-1212

## Household Science

## BALLAR SCHOOL-67th YEAR

Brides' courses in Modern Housekeeping, Feb. 6—May 19. Keepings, Feb. 6—May 19. Also short courses in cooking, child care, budgeting, menu-making, house management, decoration. Moderate rates. Send for new catalog. YWCA. Lexington at 53d, New York

## Dramatic Arts

## FEAGIN SCHOOL OF DRAMATIC ART

Thorough preparation for Directing and Teaching as for Acting and all forms of Dramatic Expression. ROCKEFELLER CENTER, 630-5TH AVE., NEW YORK CITY

## AMERICAN ACADEMY OF DRAMATIC ARTS

Founded 1884 by Franklin H. Sargent

The foremost institution for dramatic training.

Spring Term Begins April 1.

Catalog from Secretary, Room 251

Carnegie Hall, New York

## School of RADIO TECHNIQUE

America's foremost institution of professional radio training for singers, speakers, announcers and writers. Broadcasting instruction given by prominent artists in studios identical with those at major broadcasting stations. Western Electric and RCA equipment—Recordings—Auditions—Catalog. GEORGE MARSHALL DURANTE, Director. R.K.O. Bldg., Radio City, N.Y., Circle 7-1212



**Retailing**

**STORE SERVICE EDUCATION**  
(Affiliated William and Mary College). Trains men and women as Jr. Executives for stores, to teach retailing, for personnel work, buyers, etc. Women's dormitory, with board, \$555. Catalog.  
DIRECTOR, 222 SHAFER ST., RICHMOND, VA.

**Photography**

**CLARENCE H. WHITE**

**SCHOOL OF PHOTOGRAPHY**  
Practical day and evening courses in monochromatic and color photography for amateurs and professionals. Enrollment limited. Individual guidance. Est. 1910. Catalogue, 460 WEST 144TH ST., NEW YORK, N. Y.

**RABINOVITCH**

**WORKSHOP SCHOOL OF ART PHOTOGRAPHY**  
Small personal school for professionals, non-professionals. Unique individual training for those who see differently and wish to make individual pictures. Day and evening, 18th yr. Bklt. P. 40 W. 58 ST., N. Y. Catalogue, 460 WEST 144TH ST., NEW YORK, N. Y.

**Fashion Modeling**

**EMPIRE MANNEQUIN SCHOOL**  
Cultured, intelligent, ambitious girls "Empire Trained" are in constant demand by New York's leading couturiers, dress salons, fashion shows, photographers and fashion films. Request booklet E. 3 W. 45TH ST., NEW YORK CITY. MU. 2-5243.

**MALLON-FRIEL STUDIOS**

Trains you for glamorous careers in Style Shows, Films-Photography. Be a World's Fair-est Model. Great opportunity for N. Y. and Chicago graduates. Free placement service. Booklet V. NEW YORK: RKO Bldg., RADIO CITY. CHICAGO: 32 W. RANDOLPH ST.

**ACADEMIE MODERNE**

Gain A Career! Magnetize Your Possibilities! Comprehensive training for society, business girls. Professional modeling, posture, individual styling, grooming, poise, rhythm. Pleasant living quarters. Write for Catalog, 35 COMMONWEALTH AVE., BOSTON.

You can rely on VOGUE'S personal information regarding these schools.

**Secretarial & Business**

**PACKARD SCHOOL**

8th year. Registered by State Regents. Complete Secretarial, General Business, and Accounting courses. Coeducational for high school graduates and college students. Placement service. For catalog write: DEAN, 253 LEXINGTON AVE., NEW YORK, N. Y.

**MOON SCHOOL**

20th year—Prepares for Private Secretarial and Executive positions. Selective Student Body. Courses 3 months, 6 months and 1 year. Executive Course for College Women. Catalog, VAN 3-3886.  
321 FIFTH AVE. (OR 1 E. 43D) NEW YORK, N. Y.

**MISS CONKLIN'S SCHOOL**

Founded 1898. Secretarial and Executive training. Students from leading Colleges and Schools. Placement Bureau. Entrance at any time. Individual advancement. Request booklet.  
145 WEST 40TH STREET  
NEW YORK CITY

**KATHARINE GIBBS**

Secretarial. One and Two Year Courses. Special Course for College Women. Residences in Boston and New York. Catalog, DEAN, BOSTON, 90 MARLBOROUGH ST.; NEW YORK, 230 PARK AVE.; PROVIDENCE, 155 ANGELL ST.

**BERKELEY-LLEWELLYN**

Affiliate: Berkeley School, East Orange, N. J.  
One and two year secretarial courses for high-school graduates and college women exclusively. Effective placement service. Bulletin.  
DIRECTOR, Graybar Bldg., 420 Lexington Ave., New York (at Grand Central Station), MOHAWK 4-1673.

**NEW YORK UNIVERSITY SCHOOL OF COMMERCE**

Two-year university program in secretarial studies leading to Certificate; or four-year program leading to B.S. degree. Special one-year combined secretarial and business program limited to college graduates. Address, Secretary, 98 Washington Square East, New York, N. Y.

**skilled secretaries**

Train day or evening. 6 months course. Low fee, in installments. Placement. Also shorthand, typing, etc. Catalog W. Tel. Wick. 2-4500.  
**ballard school ywca**  
lexington at 53d, nyc

# SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,  
Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

**Fine & Applied Arts**

**DRESS ARTS**

**ART INSTITUTE OF PITTSBURGH**  
9-month courses in Fashion Illustration, Dress Design and Pattern Drafting. 18-month courses in Commercial Art, Illustration & Interior Decoration. Start now! Get "Factbook". 111 STANWIX ST., PITTSBURGH, PA.

**MARYLAND INSTITUTE**

1925 BALTIMORE, MD. 1932  
Courses in Fine Arts, Teacher Training, Advertising and Costume Design. Interior Decoration, Stage Craft, etc. Rinehart School of Sculpture. Catalogue on request.

**Modern SCHOOL OF APPLIED Art**

Training for CAREER POSITIONS as Costume Designers, Decorators, Buyers, Stylists, Fashion and Advertising Illustrators and Copywriters  
Write for Catalog MSV

687 BOYLSTON ST., BOSTON, MASS.



**Fashion School of New England**

All phases of Fashion Designing. Study in an atmosphere conducive to your personal advancement under fashion artists who regularly illustrate and design for important fashion sources. Catalog V2.

186 Massachusetts Ave. • Boston, Mass.

**School of PROFESSIONAL ARTS**  
400 MADISON AVENUE • NEW YORK

Professional courses in Advertising Design, and Illustration, Life Drawing, Painting, Interior Design and Decoration, Costume Design. MID-TERM SESSION—Enroll now. Saturday adult and children's courses. Jamesine Franklin, Pres., Esme Wedgwood, Treas. Cat. V-4.



**FASHION ACADEMY**  
THE SCHOOL OF FAMOUS GRADUATES  
COSTUME DESIGN • STYLING • FASHION ART FOR TRADE, SCREEN AND STAGE

Styling, fashion forecasting, textile design, color psychology, fashion illustration. Individual, specialized training under the direction of **EMIL ALVIN HARTMAN** America's Foremost Instructor of Fashion Art. Fashion Academy stands supreme as the school chosen by the world's most successful Designers and Stylists for their training.  
30 Rockefeller Plaza, New York • Circle 7-1514-5 • Request Book 5

**Fine & Applied Arts**

**RINGLING SCHOOL OF ART**

The school of the Ringling Museum. Faculty of outstanding artists teaching all phases of art, including commercial art and costume design. Outdoor classes all winter. College academic classes available. Dormitories. For catalog address DEAN, SARASOTA, FLA.

**GRAND CENTRAL SCHOOL**

Individual talent developed by successful modern artists. Drawing, Painting, Sculpture, Illustration, Advertising, Design, Costume Illustration, and Interior Decoration. Day and Evening Classes.  
7002 GRAND CENTRAL TERMINAL, NEW YORK CITY.

**SCHOOL OF RELATED ARTS AND SCIENCES**

General education for integrated study of the arts and sciences. Full-time and part-time work preparing for vocations and avocations. Write for catalogue.

1215 State Street  
Utica, New York

7 Mitchell Place  
New York City

**TOBE-COBURN SCHOOL for Fashion Careers**

Intensive one-year course for women from 20 to 30. Training for immediate positions and future advancement in merchandising, advertising, styling, and other branches of the fashion field. Staff of fashion authorities. Placement opportunities. Send for catalog V-2.  
9 ROCKEFELLER PLAZA NEW YORK



**Commercial ILLUSTRATION [Penthouse] School**

Courses in Advertising and Fashion Art designed to meet need of Advertising Agencies, Dept. Stores, etc. Prominent staff. Graduates in demand.

175 Fifth Ave. (23rd St.), N. Y. Cat. V.

**Fine & Applied Arts**

**CENTRAL ACADEMY OF COMMERCIAL ART, INC.**

Highly specialized individual training. Write for brochure. JACKSON GRAY STONEY, Director, 1648 CLAYTON ST., WALNUT HILLS, CINCINNATI, OHIO.

**PEPIN ACADEMY OF FASHION**

1004 MARQUETTE AVE., MINNEAPOLIS, MINN. Professional training in Costume Design, Fashion Illustration, Model Making, Millinery Design, Fashion Modeling and Textiles. Only specialized school of its kind in the Northwest. Send for Catalog "V".

**ACADEMY SAPHO**

Midwest's school of French dress designing. New classes begin in February. Cutting without patterns. French dress designing, professional training. Write to:

Mlle. SAPHO, 107 CLIFFORD ST., DETROIT, MICH.

**AMERICAN ACADEMY OF ART**

Practical courses in Commercial and Fine Art. Dress Design, Fashion Illustration. Faculty of international reputation. Individual instruction. Enroll now. FRANK H. YOUNG, DEPT. 629, 25 E. JACKSON BLVD., CHICAGO, ILL.



**CHICAGO ACADEMY OF FINE ARTS**

Mid-winter enrollment date Feb. 6—Commercial Art, Dress Design, Interior Decorating, Fashion Illustration, Cartooning, Industrial Design, Illustration, Drawing and Painting, Stage Arts, Photography. Suite K-2, 18 S. Michigan Ave., Chicago

**The RAY SCHOOLS**  
The Famous School of the Central West

Students Prepared for Professional Contacts  
Dress Design, Styling, Millinery, Merchandising, Line, Color and Fabric Analysis, Style Reporting, Fashion Drawing, Interior Decoration, Photography, Personal Training • Individual Advancement  
116 S. Michigan Boulevard, Chicago, Dept. V.

**N. Y. SCHOOL OF FINE & APPLIED ART (Parsons)**

William M. Odom, President  
Mid-year classes provide professional training in Interior Architecture & Decoration; Costume Design & Illustration; Advertising Design; Teacher Training. Send for General Catalogue.  
ENROLL NOW Address Box V, 2239 Broadway, N. Y.

**TRAPHAGEN SCHOOL of FASHION For Results**

Internationally Celebrated Graduates  
Intensive Spring and Summer Courses Approved by Regents Register Now  
Highest honors in contests for over ten years. Pronounced by all competent to judge, the foremost school of its kind. Full course or optional classes for beginners or advanced students, in Fashion Drawing, Illustration, Design, Forecasting, Stage, Screen, Textile Design, Fabric Analysis, Interior Decoration, Window and Interior Display, Fashion Journalism, Men's Fashions, Teacher Training, Life Class. Also Draping, Pattern Making, Grading, Millinery, Credits, Day & Evening. Free Placement Bureau. Sales dept. for students' work. Write for Cir. 1. Tel. Col 5-2077.  
Not the Most Expensive But the Best Investigate Before Registering Elsewhere  
TRAPHAGEN, 1680 B'WAY (52d St.) NEW YORK

**McDOWELL SCHOOL**

**COSTUME DESIGN FASHION ILLUSTRATION**

Designing, Styling, Illustration, Cutting, Draping, Pattern Making, and Sketching. Dressmaking, Millinery. Excellent Courses. Expert Individual Instruction. Best-known School for Practical Fashion Work.

Established 1876.  
SPRING COURSES

Visitors Welcome Catalogue  
Rosina McDowell Lynn, A.B., Director  
73 W. 45th St. N. Y. C. BRyant 9-3085

## INTERIOR DECORATION

**FOUR MONTHS PRACTICAL TRAINING COURSE**

Spring Term Commences February 1st

Intensive training in the selection and harmonious arrangement of period and modern furniture, color schemes, draperies, wall treatments, etc. Faculty composed of leading New York decorators. Cultural or Vocational Courses. Also two-year course in Design. Day or Evening Sessions. Send for Catalog 6-R

**HOME STUDY COURSE**

Those who cannot come to New York may take the same subjects by the Home Study method. Students obtain personal assistance from our regular Faculty. No previous training necessary. Practical, simple, authoritative and intensely interesting course. Requires a few hours weekly in your spare time. Start at once. Send for Catalog 6-C

**NEW YORK SCHOOL OF INTERIOR DECORATION**  
515 Madison Avenue Established 1916 New York City



# Vogue's address book

## A ANTIQUE JEWELRY

ANTIQUE VICTORIAN JEWELRY, lockets, necklets, bracelets, brooches, etc., Sheffield plate. The Old Gold Shoppe, 315 Ouellette Ave., Windsor and 139 Yonge St., Toronto, Canada. (We also purchase gold in any form)

VOGUE'S ADDRESS BOOK will make your shopping easier. At your leisure you can pick out the shops offering just the articles or services you need. A check together with your order will bring you prompt attention

## APPAREL—MOURNING

ARTHUR MULLEN, 6 East 53rd Street, New York City. Correct mourning in Hats, Vests, Gowns, Coats. We have specialized in this type of attire for years. Formerly with Crocker. Telephone Wickersham 2-2698

## B BAGS

A. L. WORKMAN—An old established firm well skilled in making fine leather, brocade and silk bags. Frames in stock for petit points. Relining and repairing of every description. Pearlrestrung. Rm. 803, 424 Madison Ave., N.Y.

WM. NIBUR—established over 20 years. Handbags of striking charm and originality offered in wide gift selection. Also, renovating fine handbags a specialty. Mail orders carefully attended. 510 Madison Ave. (Corner 53rd), N.Y.

## BEAUTY CULTURE

EUNICE SKELLY—Rejuvenation Consultant. Don't arrange for any facial rejuvenation treatment until you get my expert, impartial advice. Avoid pitfalls. No obligation. Write, call, 865, The Park Central, 56th & 7th Ave.

REJUVENATE YOUR SKIN in 5 days. Eliminate acne, pimples, blackheads. Safe non-surgical facelifting. Results or money refunded. Call or write for free advice. Helene Adair, 20 E. 53rd St., N. Y. PL. 3-2489

YOUR FEET. Back and Neck Muscles affect your beauty, health, posture. Years of experience enable me to strengthen these muscles by exercise & scientific massage at your home. K. R. Graf, 213 E. 88 St., N. Y. C. SAc. 2-4843

## BON VOYAGE BASKETS

ALICE H. MARKS again leads! New York's first Candy Bar where you select your favorite assortment. Gift packages. Mail and phone orders filled promptly. Alice H. Marks, 8 East 52nd Street, Telephone PLaza 3-7282

## C CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

## CORSETS

MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962

BOSTON CORSET SPECIALIST. Evelyn L. Welgel, Corset Specialist, at 739 Boylston Street, with thirty years of experience, guarantees real comfort with her style, posture or surgical fittings. Boston, Massachusetts

## COSMETICS

SALLYE HARMER Individualized Cosmetics. The very latest thing. Cosmetics made to order just for you. Cost no more than ordinary ones. Free personal consultation at home or Studios. New York. Florence Bennett, 515 Madison Ave.; Anna F. Blanchard, 916 W. Grace, Richmond, Va.; Eileen Hall, 11 Asylum St., Hartford, Conn. Write to Sallye Harmer, Lansdowne, Pa. for representative in your city. Few agencies available

## COSTUME JEWELRY

MASSIVE STERLING SILVER BRACELETS and Brooches with monograms or signature facsimiles at \$5. Booklet on request. All kinds of costume jewelry repaired at minimum prices. Déja Jewelry, 47 West 47th St., N. Y. C.

## CUSTOM SHOE REMODELING

B. NELSON, INC.—Lengthen short shoes (not by stretching)—widen; re-fit; handsolo your shoes over their original style last. Re-dye any color. Suede changed to leather. Mail orders expertly handled. 10 E. 39 St., N. Y.

## D DELICACIES

VENDÔME—Specialist in highest-grade fresh Russian Caviar and Stilton Cheese in Port Wine. Large assortment of all fine table delicacies. Write for catalogue V. 415 Madison Avenue, New York City. Wickersham 2-2224

HARVEY'S FAMOUS RESTAURANT—Write for a genuine Gwaltney Smithfield ham; a delicious delighting Harvey's distinguished guests since 1878. Specify wt. \$1. lb. cooked; 60c lb. uncooked, f.o.b. 1107 Connecticut Ave., Wash., D.C.

ORANGE MARMALADE. "World's Finest", homemade, chock-full of ripe oranges, honey, 100% pure; money-back guarantee. 6 large 20 oz. jars, \$3; 12 jars \$5.50 (pp'd.). Mail, phone; Hortense Kesler, Gt. Neck, L. I. Bryant 9-0500

OLD FASHIONED CANDIES packed in wooden firkins holding about 2 1/2 lbs. for \$2.25; or 1 lb. \$1.25, plus postage. Order from the Old Country Store of Wiggins Old Tavern at Hotel Northampton, Northampton, Mass.

## DOMESTIC HELP

PERSONAL ATTENTION given to the intimate requirements of employer and exact qualifications of employee. Organization of your household. Write for circular, Miss Brinkley's Placement Agency, One W. 47th St., N. Y. C.

AN EXACTING CLIENTELE has been served by this agency since 1890. Servants carefully investigated and expertly placed. Mrs. Carin Johnson, Prop.—Mrs. A. E. Johnson, 751 1/2 Madison Ave., Cor. 65th St., N. Y. C. RE. 4-6720-1

SKILL AND EXPERIENCE are the indispensable requisites of a good employment agency. Our record of years of service to discriminating employers proves our qualification. Nielsen & Seabury, 132 E. 61 St. RE. 4-7804

## DRESSMAKING

MME. CLERY—High class dressmaking. Evening Gowns and Wraps. Your own material if desired. Remodeling a specialty. Special attention to out-of-town customers. Attractive prices. 775 Lexington Ave., N. Y. RE. 7-2317

THE ADDRESS BOOK is a directory of specialized shops where you can find the most unusual articles and services that you might look for elsewhere in vain. Your check and a letter will bring you satisfactory results

## E ELECTROLYSIS

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone Wisconsin 7-7889 for appointment

SUPERFLUOUS HAIR DESTROYED—permanently, safely, by expert. Finest down or coarsest growth. Personal attention. Privacy. Free advice. Mrs. R. W. Dibble, % Francis & Amalie, 10 W. 58 St., N. Y. PL. 3-2620

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention. Physicians' endorsements. Consultation, Booklet Free. Edna Grimes, 607 Fifth Ave. at 49th Street, N. Y. PLaza 3-7411

SUPERFLUOUS HAIR—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan, 21st year at 347 Fifth Avenue, New York. AS. 4-6645

MRS. D. DURANT, Multiple Electrolysis. Superfluous hair permanently and safely removed by improved method. Endorsed by skin specialists. Personal attention. Free consultation, 507 5th Ave., N. Y. MU. 2-3314

SAMUEL P. GILMORE—Established over 40 years in New York. Superfluous Hair and Facial Blemishes permanently and safely removed. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA. 5-2219

## ELECTROLYSIS—Cont.

MISS SUZANNE removes hair personally, since 1930. Permanent and scarless results guaranteed. Associated with physician. Latest method. Consultation free. Recommended by physicians. 5 E. 53 St., N. Y. EL. 5-0643

HELEN PERDUE—Add to your beauty by destroying all superfluous hair. Private consultation by appointment without charge. Women only. Descriptive booklet sent on request. 7 East 54th St., N. Y., PLaza 3-6662

DOROTHY M. BOWLES—Hair, moles removed by expert; 5 years' experience in city's largest hospital skin clinic. 10 years with leading dermatologists. Appointments 9-12; 5-7:30. 124 West 55th St. Circle 6-1169

MARION BARRETT—REG. NURSE—heavy or fine hair instantly removed by the latest scientific method—Diathermy. Absolutely safe, leaves the skin soft, normal. Demonstration offer. 17 E. 42nd St., Rm. 616. VA. 3-1168

## EMBROIDERY

WRITE FOR information and Price List if you need specialty work in crochet beading, sequins or hand novelties; also evening belts on gold or silver kid. Mail orders given prompt attention. Harry H. Spitz, 56 W. 46th St., N.Y.C.

## ENTERTAINMENT

HESTER PEABODY—NUMEROLOGIST. What does 1939 hold in store for you? Individual reading, immediate forecast. Send name at birth, birth date and \$2. Ask questions. Address, 648 N. E. 72nd Street, Miami, Florida

## F FURS

SAVE ON REMODELING! Molot, formerly with Bergdorf Goodman Fur Corp. offers very special discounts on all fur remodeling done now in the slack period between seasons. Molot, 21 E. 56 St., N. Y. C. Wickersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

## FURS REMODELED

NEXT SEASON'S MODE FOR OLD FURS Give your old fur coat a new lease on life. \$25 for this splendid remodeling service—includes restyling, repairing, retrimming, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. LACKawanna 4-6788 for a bonded messenger. Harry Jay Treu, Inc., 131 W. 35th St., 7th fl., opp. 35 St. side of Macy's, N.Y.C.

## H HAIRDRESSERS

J. SCHAEFFER custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590-5th Avenue (at 48th St.), N. Y. C. Bryant 9-6165

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone PLaza 3-3900 for appointment

EMILE Rockefeller Center Hairdressers, authorities on Permanents and Coloring. Perfect service in restful surroundings. Germain Shampoo exclusive hair beautifier (20 Shampoo bottle \$1.). 30 Rockefeller Plaza. Circle 7-1995-6-7

MARIO JEREZ, New York's most prominent permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individuality created. Mario Jerez, Inc., 697 Fifth Ave., New York City (PLaza 3-3777)

IVAN'S New Hair-Setting Lotion—light, non-sticky, dries any finger wave in 10 minutes, \$1.25 the bottle. Beautiful permanent waves, all methods, all one price \$10. Booklet. Ivan, 714 5th Avenue, N. Y. C. Circle 7-7455

WERNER designs original coiffures to suit your personality. High style or conservative. Undine Zotos, electric permanents by experts. Corrective hair and scalp treatments. Werner's, 379 Fifth Ave. (bet. 35th & 36th). ASland 4-1353

CEIL ET PAUL, 119 W. 58th Street (next to Barblon Plaza Hotel). Hair shaping to suit your facial contour. Permanent waving of distinction, adapted to youthful and mature types. For appointment call Circle 7-7383

## HAIRDRESSERS—Cont.

KINKY OR FRIZZY HAIR straightened by Laurent to natural, graceful wave by new, lasting method. Emphasize your natural charms with a Laurent coiffure. Consultation free. 683 Fifth Ave., New York. WI 2-5212

FIGARO HAIR STYLISTS would like to give you your next Permanent Wave—soft, lovely, natural; and dress your hair according to your face contour. Hair and eyelash dyeing. Scalp treatments. 1 E. 53rd St., N. Y. VO. 5-1831

C. LEONCE FOR ADVANCED HAIR STYLE Creator & designer of many recent hair styles for elegant women. Specialist in wireless setting permanent wave. Free personal consultation. 9 East 53rd St., N. Y. WI. 2-0329

FRED the Hairstylist, creator of Hair Styles in Vogue. Hair and scalp rejuvenation. 18 E. 49th St., EL. 5-2220. Announcing: Opening at Washington, D. C., Branch at Philadelphia 11th St. bet. "F" & "G". Tel. Na'l 4-1212

REVITALIZE your Hair With "Lavocream". The proven beauty formula from France. Expert names of prominent beauticians, expert Lavocream treatments, call VANDERBILT 3-5111 or write Gervi Lab. Inc., Fort Lee, N. J.

GUSTAV OF THE PIERRE, formerly of B&B & Co. Miss Anne, formerly of H. Permanent Waving, Hair Coloring, Pieces, Coiffures done to your special taste. Hotel Pierre, 5th Ave. & 61st St., RE. 7-5111

D'ONU EDMOND, famous beauty expert, offers you Prana special treatment to retard gray hair (\$3.50 treatment). We gladly discuss your individual beauty requirements. Free consultation appointment. 24 E. 55th St., N. Y. EL. 5-6111

SATTLER's fifty years of experience means easy and perfect control over problem hair. Permanent waving, hair coloring. Hair carefully made to order. Sattler's, 18 E. 53rd Street, New York City. Wickersham 2-3111

NAWA Natural Root Shampoo. For healthy scalps, clean, brilliant hair. 8 oz. \$1.15, 16 oz. \$2.00. Gal. size for Beauty & Barber Shops. Postpaid east of Miss. Write Nawa Co. Metropolitan Bank Bldg., Washington, D. C.

## Hairdressers—Beverly Hills

PAUL AND MARCELLE—most promising permanent wave specialists. Creators of the latest styles for la femme élégante. Treatment of rejuvenation of hair and scalp. The Beverly Wilshire, 9508 Wilshire Blvd. Oxford

## HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-4001

FRANÇOIS HAIR COLORING SPECIALIST will restore your hair to its natural color and lustre. "Badly Dyed" or "Over-Bleached" hair expertly corrected. Free consultation. François, 11 East 45th St., N. Y. C.

D'ONU EDMOND, famous beautician, in response to many inquiries, will give his latest hair coloring treatment, on Mondays, Weds. until 7 p.m., at \$5 a treatment. Call for an appointment. 24 East 55 St. EL. 5-6111

## HAIR GOODS

MANUEL TRANSFORMATIONS—Puffs, curls, side and back pieces, bobs, gentlemen's wigs & toupees. Costs no more to buy from a specialist. 10 Rue Royale, Paris. Manuel Building, 988 Second Ave., New York

## HOSIERY

DELLA HALL—Enjoy the pleasure of the finest hosiery at economy prices. Beautiful repair and price chart free. Also hose repaired. PL. 5-1153. Formerly with Fairway Billings

PUBLIC NOTICE: Helene—Come home and all will be forgiven. Have just discovered Vogue's Address Book—and it's brim-full of bright ideas to make quick work of shopping. So please hurry back! Love, Helene

## M MENDING—REPAIRING

INVISIBLE REWEAVING—Moth Holes, Tears, Burns in Garments. Shine Permanent removed. Reliable service. Lowest prices. Birnkant Weavers, Inc., 146 Fifth Avenue (1st & 20th Sts.), N. Y. City. Tel. CHelsea 3-3111

DAMAGES in any fabric re woven like new. Linens, silks & laces a specialty. Hosiery repaired. Catering to finest shops & people. P. Service. Write for circular. French American Re-Weaving Co., 44 W. 57th St., N. Y. C.



## MILLINERY

**HATS REMODELED** by Miss Esso. Yesterday's hat redesigned into today's mode. Smart new hats to order in the latest Fall colors. Mail orders a specialty. Modest prices. 16 East 50th St., N. Y. C. Eldorado 5-9662

**CHEZ CHAPEAUX**, 218 Madison Ave. (at 26th), N. Y. The season's smartest creations of fine imported felt and straws, styled for you. Hats of your material \$3.00. Copying and Remodeling. Mail orders. MU. 4-9780

**THE SMART WOMEN** Today are having their hats remodeled into latest fashions. Special attention to mail orders and copies of French models \$3 up. Hickey-Goulet, 25 West 58th St., (near Plaza Hotel) PL 8-1470. New York City

## MUSIC

**AUTHORS AND COMPOSERS** are invited to submit original poems and songs for publication. No reading fees. Send poems for immediate consideration to Columbia Music Publishers Ltd., Department T47, Toronto, Can.

## NAME TAPES

**CASH'S WOVEN NAMES** for marking clothing and linen prevent loss or misuse. Attach with 'Cash's No-So Cement. Write to Hickey, 19 Chestnut St., So. Norwalk, Conn. or 600 So. Gramercy Place, Los Angeles, Cal.

## PERFUMES

**ROBERT ORIENTAL DELICAT PARFUM.** Rare, exotic fragrance; alluring, distinctive. \$1.40 purse size to \$100. Write for booklet, annual and exclusive perfume and gift items. Robert, 675 Fifth Avenue, N. Y. PL. 8-9023

## PERSONAL SERVICE

**BORED WITH THAT HANDSOME** winter coat? Then let us sell it for you. Slightly used apparel of the better sort resold. The Dressing Room Re-Sale Service, 41 W. 51st St., N. Y. Hours 12 to 6:30. Tel. EL. 5-1344

## SHOES

**SHOECRAFT:** Famed Stylists to the narrow foot and heel. Sizes 2 1/2 to 12. AAAAA to C. Send for booklet VC, showing newest models. Expert mail service all over the world. Charge Accounts. 714 Fifth Ave., New York City

**EVERYONE** was wondering just what it was that made Mrs. Henry so attractive. It wasn't her beauty nor was she so frightfully clever. It was just that she seemed to be able to unlearn new things. She was always getting something new and different by mail or coming out with a distinctive new hair-do. The other day she shared her secret. She told us that she was a regular user of Vogue's Address Book. Take it from us Mrs. Henry is worthy of emulation

## SHOPPING COMMISSIONS

**EDITH V. STOVEL, INC.** Shops for value, not bargains. The better shops at your doorstep. On your World's Fair Trip. Plan to let the shop with you at no extra charge. 366 5th Ave., N. Y. WI 7-3288. Cable Edvalisto

**SARAH BOOTH DARLING.** Accompanies out-of-town patrons or shops for you. My experience & service are yours at no extra charge. 22 West 85th Street, New York City. TRafalgar 7-6450—if no ans. LExington 2-1100

**GEORGETTE DUNBAR EVANS** will simplify your shopping problems during the World's Fair. Establish your credit with her now. Send for description of free service. Also Interior Decorating. 522 5th Ave., N. Y. C. MU 2-1193

**NEW YORK SHOPS BROUGHT TO YOU.** No Service charge. Quickly and intelligently. Helen L. Richards, 452 Fifth Avenue, New York City. Telephone PEnnsylvania 6-6862

**THE QUESTERS—We Offer You a Skilled** shopping and decorative service for antiques and reproductions, silver and porcelain, a better vase or an entire home. Write or call. 455 East 51st Street, N. Y. C. PLaza 5-4516

**NEW ADDRESSES EVERY FORTNIGHT...** It's so easy to keep chic and up-to-date by reading Vogue twice each month. Fashion, Beauty, Entertaining, Travel, Decoration... 24 issues. Send check to Vogue, Greenwich, Conn.

## SWIMMING

**SCIENTIFIC INSTRUCTION** in modern strokes, diving, squash, and muscle toning exercises. Reducing. Ultra violet ray filtered water. Reasonable rates. Mary Beaton, R.L.S.S. Hotel Barbizon—140 E. 63 St., RIL 4-9418

## TAILORS

**P. BASILE & SON** creates for the discriminating woman individual custom tailored suits, coats and gowns of the finest imported and domestic fabrics; newest fashions. Modest prices; remodeling. 17 E. 53rd St. VOL 5-7584

**ANDRE BALOD—TAILOR**—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI. 7-8170

**JOSEPH FRAM** formerly of Fortnum & Mason. Creator of fine custom clothes in the British manner, tailored from hand-loomed tweeds, home-spuns or your own materials. Expert remodeling. 15 E. 47th St., N. Y. PLaza 3-6285

## TROUSSEAUX

**THE PURPLE BOX**—554 Madison Ave., New York. Dainty underwear for your winter vacation. Special traveling ensembles. Monogramming for your sports dresses and sweaters. Linens and charming novelties. Baby gifts

## WEARING APPAREL BOUGHT

**MME. NAFTAL** will purchase at highest valuation misfit or slightly used gowns, wraps, furs; also diamonds, jewelry, silverware. Estimates appraised. Write or call 69 W. 45th St., N. Y. BRyant 9-6269, 6268. Est. 44 yrs.

## WEDDING STATIONERY

**ENGRAVED WEDDING** Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Va.

**WEDDING INVITATIONS**—Announcements exquisitely engraved. Authoritative service; prices reasonable. Samples sent promptly on request; discriminating comparison requested. Write to: Harcourt & Co., Louisville, Kentucky

**ENGRAVED INVITATIONS** and announcements are impeccable when made by Downs Stationers and Engravers since 1808. 229 N. Charles Street, Baltimore, Maryland. Mail inquiries receive prompt attention

## WEIGHT REDUCING

**MARGARET DEUSTER**, 160 E. 48 St. Licensed registered Physio-Therapist. Figure sculptress to New York's smartest. Definite results, individualized treatments. Swedish massage. Colonic irrigations. Reasonable. EL. 5-8118

**HELEN KOMER'S** Slimming Paraffin Wax Baths reduce inches and pounds, flabby flesh tightened, specialized massage to combat fat. Posture revision, Gardner Roller, etc. (Opp. Hudson's) 35 E. Grand River, Detroit, Mich.

New York

Dear Margo:

I'll never cease being grateful for the "tip" you gave me on your last visit. With Vogue's Address Book as my personal "courier", shopping has really been fun. I also followed your suggestion and made it up into a real, little address book for my purse. On your next trip, we'll have time for all the new matinees.

Love,

Caroline

among the things America does best...  
**Miss Swank\***

GOWNS

PAJAMAS

ROBES



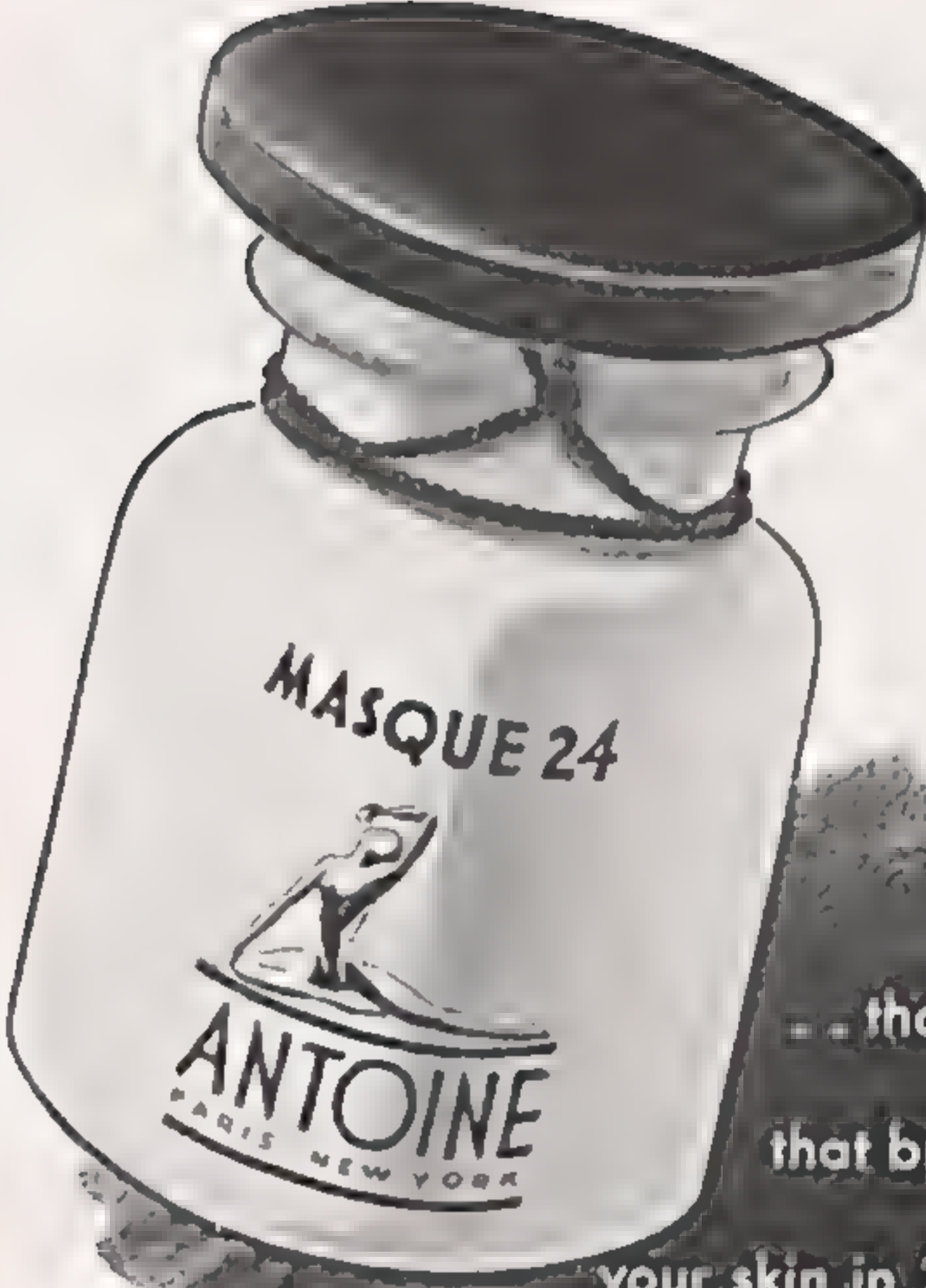
of CHEVRAY... a DuPont rayon fabric approved by U. S. Testing Laboratories

Miss Swank knows that American women like simple, comfortable, wearable clothes. That's why smart Americans choose Miss Swank when they want good-looking, perfect fitting lingerie. Tailored to perfection of Chevray, a DuPont rayon fabric that feels like silk and wears even better... and approved by that supreme court of testing laboratories... the U. S. Testing Company. Buy them for lounging and sleeping. Priced about \$3.00 at your favorite store... or write to  
**MISS SWANK, Inc.**  
112 Madison Ave., New York

IT'S SMART TO BE  
**Swank**

\*Reg. U.S. Pat. Off.





have you discovered  
**ANTOINE  
MASQUE 24**

... that utterly new CREAM masque  
that brings fresh, petal-smooth beauty to  
your skin in 20 blissful minutes \$3.50

**ANTOINE**  
PRODUITS DE BEAUTÉ  
663 Fifth Avenue, New York

**ZACHAREES**

short  
+ skirt  
+ shirt  
= 9.95

of Pepperell  
Peeress Fabric

One of Zachary Bogert's most famous out-of-doors outfits! Designed and cut exclusively for the Cotton Shop. 12-20 in Aqua, Coral, Pink, Copenhagen Blue, Terra Cotta, Ripe Maize, Limepeel and Greige. Mail orders promptly filled

the  
**COTTON SHOP** Inc  
ZACHARY BOGERT

543 Madison Ave., New York



*Emile 21* East 56 Street  
Tel Plaza 3-8090  
COIFFURES

# VOGUE COVERS

## Festival theatre



When the architectural competition of the American National Theatre and Academy closes on February 1, the first step towards the building of a series of festival theatres in this country will have been completed.

The first theatre is to be at Williamsburg, Virginia, on a big piece of land given by the College of William and Mary. The land slopes down to a stream, and the theatre will stand on the crest of the slope, in a grove of trees. Five architects were asked to compete; among them, Dr. Walter Gropius, one of the outstanding modern functionalists of the Bauhaus school, now the Chairman of the School of Architecture at Harvard. Robert Edmond Jones, Lee Simonson, and Jo Mielziner have worked out the technical problems of a stage that will be used not only for plays, but also for dance recitals, operas, concerts, and movies.

## Penthouse Club

If, for one brief moment, you feel you can't bear another swing jam-session, go to the Penthouse Club at 30 Central Park South. Cornelius Codolban, who played for the last three years at the Maisonette Russe, is the leader of the trio of musicians, and their wild gipsy music is very far from swing.

The food is really good and is not expensive—lunch is about a dollar, dinner about two dollars. Their specialties are French dishes—bouillabaisse, Mussels Marinière, and fricassées—but they also have Russian food. Through the big windows, you

can see frosty garlands of lights in Central Park.

## All French concert

Two distinguished French musicians, Nadia Boulanger and Jean Françaix, will be the stars of a special concert on February 11. Mademoiselle Boulanger is perhaps the most famous woman conductor of to-day. She has conducted the London Symphony and the Boston Symphony orchestras; now she adds the New York Philharmonic Symphony to her list. Tall with iron-grey hair, Mademoiselle Boulanger has managed to teach most of the young generation of composers and pianists.

Her pupil, Jean Françaix, is twenty-six, and the composer of music that has become pretty sensational in Europe. He will be the soloist playing his own piano concerto, which won the Grand Prix at the International Music Festival two years ago. With Mademoiselle Boulanger, he will also play Mozart's Double Concerto for two pianos and orchestra, while John Barbirolli does the conducting. Practically an all-Boulanger evening, there will also be the Monteverdi singers, trained by Mademoiselle Boulanger. The proceeds will be devoted to the fund of the Philharmonic Symphony League.

## Ski trips—by auto



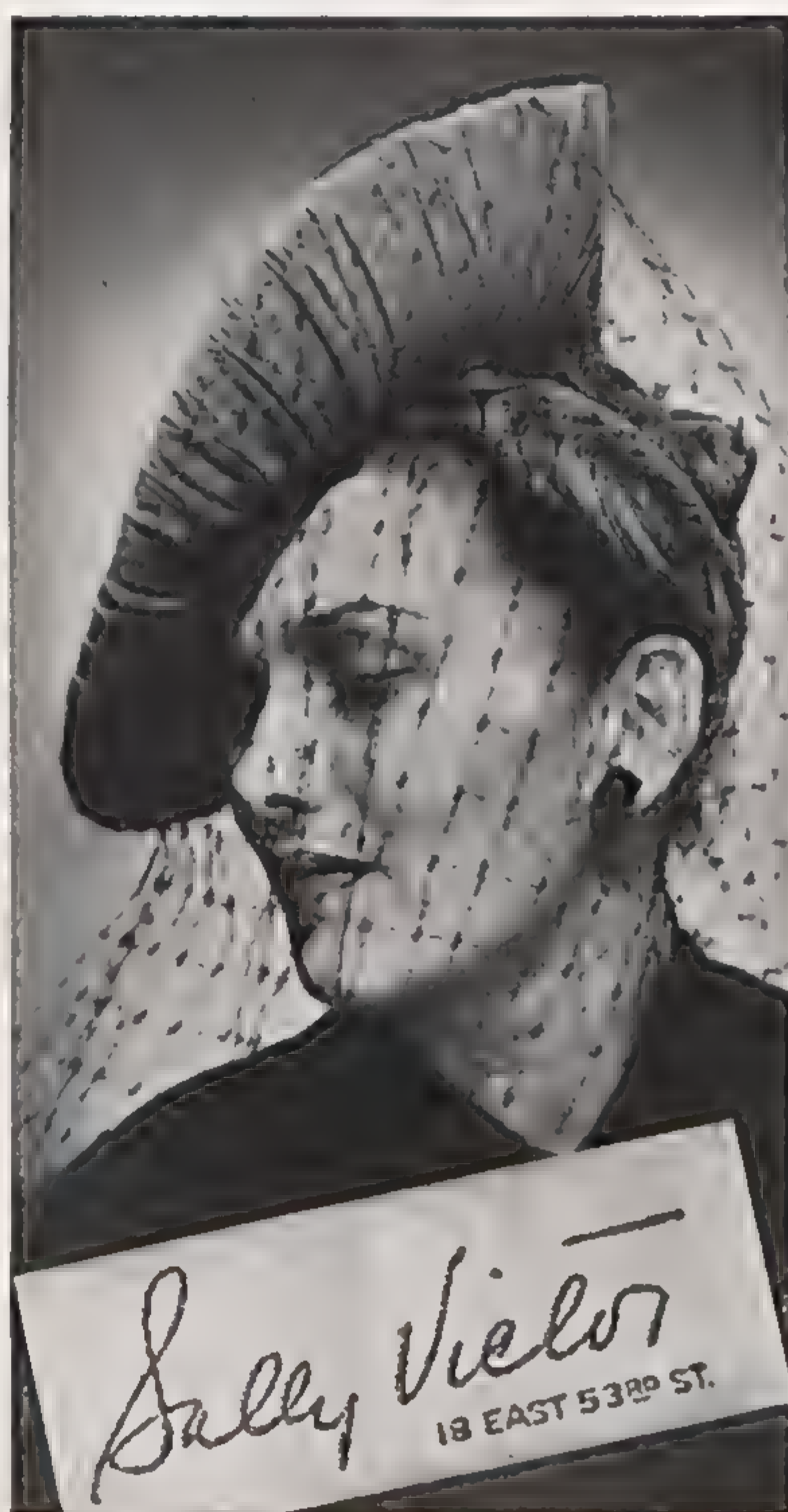
Getting to the snow fields from New York has always been a problem. Now there is an answer. A company called Ski Trips has a fleet of Cadillacs like the ones the air-lines use, which will take you anywhere within two hundred miles of New York. No more worrying about catching the train or how to make connections—you go to their office at 49 East Forty-Seventh Street and from there to whichever ski place you decide on. They will store your skis between trips, so you don't have to struggle with them in taxis.

An instructor goes with every trip; everything—the instructor, the hotel bill, all the tips—is included in a sensible flat rate.

And, by the way, you can get Ski Trips at PLaza 5-4287 for last minute news on snow conditions at all the near-by ski places.

## Golden era blues

Two young men, Jeffrey Fuller and David Lane, have just come back from the South with a collection of phonograph records of the great jazz decade of the "Twenties. They lived and travelled in a truck on which they had built themselves a house, picking up collectors' items. One prize is the record of Bessie Smith, the "Empress of the Blues," singing "Gin House Blues."



*Sally Victor*  
18 EAST 53RD ST.



# THE TOWN

In all, the two young men found about eighteen hundred records, all unused and all now for sale. (You can reach them by mail at 170 East Sixty-Fourth Street.)

## The House on Fifty-Sixth Street

A few years ago, a great millionaire was supposed to have gambled away about seven million dollars in The House on Fifty-Sixth Street (33 West). Later, Tommy Guinan, brother of Texas, transformed the mansion into the Club Napoleon. Louis Bromfield used it for the locale of a novel and a movie, "Night After Night," Mae West's first talking-picture.

Then the notorious racketeer, Larry Fay, took over, and got murdered on the third step of the beautiful winding stairway. To-day you dine in the same old house, now a restaurant called Place Élegante.

In a setting of crimson carpets, chromium rail furnishings, and massive mirrors, owner No. 4—Charles Buscaglia—now serves good Italian and French dishes, and you may dance on the parquet floor at the head of the stairway. Stored in the attic are the tapestries and paintings of the town-house days, and hidden from view are the elaborate electric buzzer system and sliding panels of the Prohibition era.

## Skiing on approval

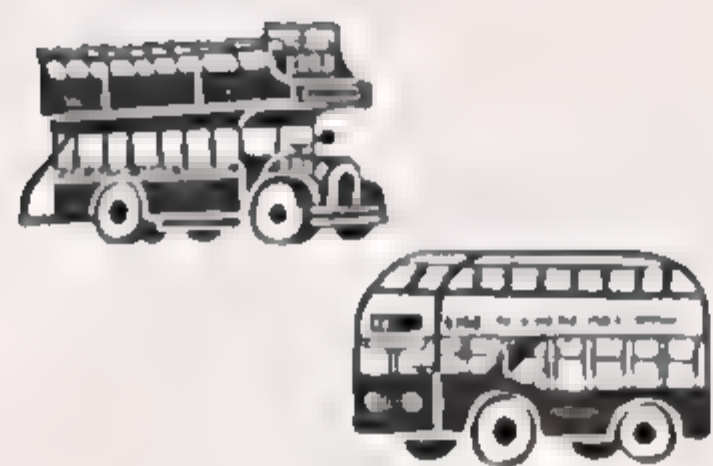
After an evening at the movies, watching the skiers flying down-hill, turning in a cloud of snow, you may feel like a potential Birger Ruud, but, before buying an outfit and heading for the ski slopes, it might be wise to see how you are going to like it.

You can have a try-out at the Alpine Ski School and Outdoor Slide at 213 East Eightieth Street, which is open from nine in the morning until ten at night every day. Remy Morosini will be there to give you lessons, and the School will lend you clothes and skis, so nothing is risked.

## Painting in slow motion

Thomas Wilfred has just started his sixth season of recitals of moving coloured light. These recitals are given by the Art Institute of Light every Friday evening at 8:30 in the Theatre of Light at the Grand Central Palace.

In this dark-room theatre, you combine the experience you have in an art gallery, in a cinema house, and in a symphony hall. When the curtains are pulled back from the screen, or "space window," as it is called because of its three-dimensional quality, you see the whole colour spectrum moving rhythmically across the screen



in shifting, drifting shapes that would be confusing to the eye but for the slow pace. It's like watching a Braque still life in slow motion.

Although what you see on the screen is more abstract than representational, the pieces are definite compositions, written to an original score by Mr. Wilfred. They are listed in the program under such titles as "Fantastic Prelude: Procession of luminous abstract forms in parabolic orbits between tiers of static and mobile arches of blackness."

It's not so complicated as it sounds. It's just very different.

## Town gossip



Perhaps you remember, in Kenneth Roberts' *Northwest Passage*, the titillating description of an old-fashioned punch called hot buttered rum. The

Alexandra, at 8 East Forty-Ninth Street, after conferences with Mr. Roberts, now serves this perfect cold-weather drink, authentic to the last grain of spice....

....Taking time out from "Stars in Your Eyes," the new musical comedy, Roger Stearns plays the piano in his light-hearted, casual way, every afternoon at the Madison Hotel bar.

....After thirty very successful years in Danbury, Connecticut, the White Turkey Inn has opened a White Turkey Town House in New York at 1 University Place. The Colonial atmosphere is very pleasant; the food is not expensive and is very good. Except for the onion soup, all the special dishes are American....

"FLANEUR"

EXCLUSIVELY

## SHOECRAFT

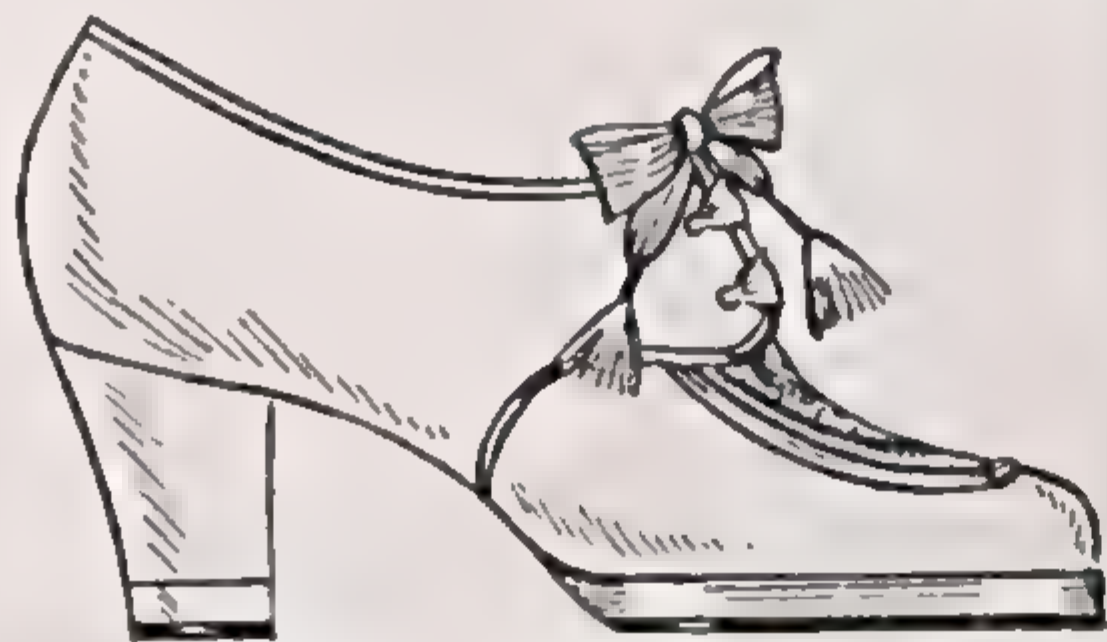
at 56th—FIFTH AVENUE—at 38th

Specialists in fitting AAAAA to C  
8½ 9 9½ 10 10½ 11 11½ 12 add \$1  
Mail orders filled promptly • Charges



White Town is booking passage now for points South as far as Cape Horn. Picture it in snowy white buck outlined with Japonica kid, against a tropical background. The platform will guide cool, collected footsteps on warm exotic soil. Painstakingly designed for sightseers in sizes 2½ to 12. Fine footwear fare at only

18.75



WHITE TOWN, 18.75

## "PROMENADE"

Dress for the South suggested by Henrietta Pierce. Linen crash in cool colors of pastel yellow and delphinium blue—

49.50



## Walton-Pierce

DRESSMAKERS - MILLINERS - FURRIERS

Park Avenue at Elizabeth

DETROIT, MICH.



## Antique Regency Aquarium

This fantasy will harbor your fantails and be a talking point in any room. Very much in the Prince-Regent-at-Brighton tradition...in black tôle touched with gilt (circa 1820), \$100.

Four Centuries Shop, Third Floor

## W & J Sloane

Fifth Avenue at 47th  
New York



Colored grounds with white, navy, black, aqua, french blue, yellow, rust...

White grounds with red, blue, navy or black.... also all white.

Sizes 42 to 44.

8.75

Slightly Higher West of Rockies



**FILER-MACHOL**  
747 MADISON AVE., N.Y.



Spring breaks into print  
and adds a sheer wool  
bolero either in print  
or solid color. 69.95



VISIT

**California's**  
LEADING  
HAIR STYLISTS

**AERTS BEAUTY STUDIO**  
6020 Wilshire Blvd., Los Angeles  
**WM. T. ALLEN**  
of F. C. Nash and Co., Pasadena  
**DU BARRY BEAUTY SALON**  
6804 Sunset Blvd., Hollywood  
**HENRI of WILSHIRE**  
3147 Wilshire Blvd., Los Angeles  
**PAUL of HOLLYWOOD**  
1720 N. Vine St., Hollywood  
**FRANK and JOSEPH COIFFEURS**  
3335 Wilshire Blvd., Los Angeles  
**MARCEL GRINAUD**  
238 San Marcos Bldg., Santa Barbara  
**MARCEL de PARIS**  
Boston Bldg., Honolulu, T. H.  
**MATHEW'S COIFFURE SALON**  
433 N. Camden Dr., Beverly Hills  
**MONACO BEAUTY SALON**  
5207 Wilshire Blvd., Los Angeles  
**VICTOR THE CONTINENTAL HAIRDRESSER**  
3307 Wilshire Blvd., Los Angeles  
**LEO and FORD BEAUTY SALON**  
308 E. Broadway, Long Beach  
**RENO'S**  
Long Beach  
**BURTON SKILES**  
8640 Sunset Blvd., Hollywood

MEMBERS OF

**LOS ANGELES**  
*Coiffeur Guild*



THE FAMOUS BERMUDA  
ANGEL FISH

Something really new  
in a perfume bottle

Obtainable at the five shops  
of Peniston-Brown Co., Ltd.

Bermuda's Leading Perfumer

# DECORATOR'S

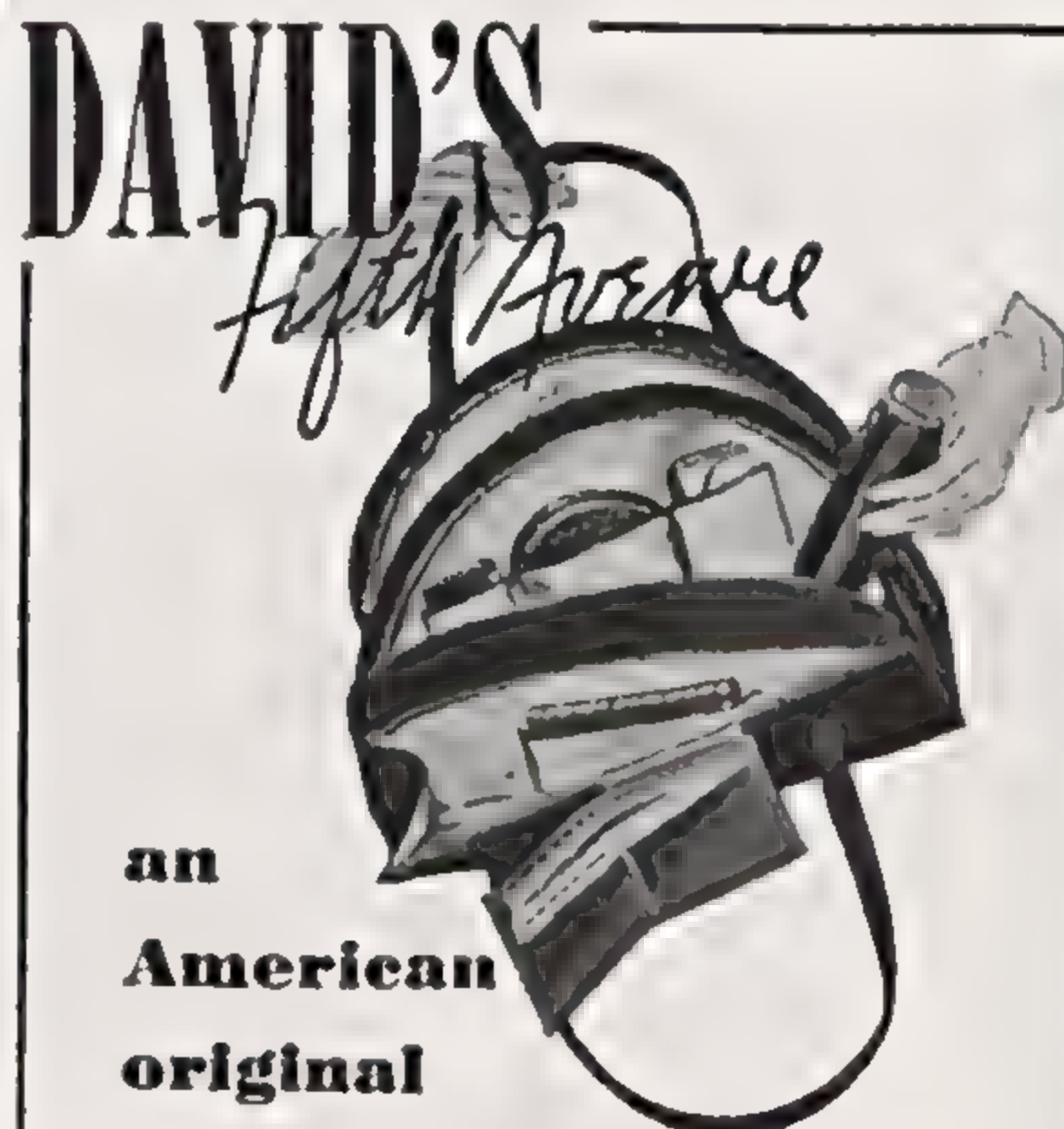
**OLD HOUSES REDONE**—The rejuvenation of old houses goes on. One of the latest to be done over is a consolidation of two houses in which Mrs. Frederick Stagg has just finished the decoration of her own duplex flat.

Mr. and Mrs. Stagg have achieved the spaciousness of a country house here in town, with service rooms, a large square dining-room, and a study on the first floor; a long, four-windowed drawing-room, a bedroom, and a large dressing-room on the second. These five principal rooms have the astonishing total of six fireplaces, for there is one at each end of the drawing-room.

The dining-room has walls covered with great squares of hand-marbled paper in cream and gilt, and is dignified by fluted columns at each corner. The Louis XVI. chairs, covered with pale terra-cotta leather, and Bolivar's own soup-tureen, a fine piece of Victorian flowered Spode, are distinguished details. The drawing-room is keyed to the soft beiges and blues of the two old tempera landscapes that surmount the twin mantelpieces. Full beige curtains and draped valances at the four south windows are hung over curtains of soft blue dotted silk that draw at night. In this room, a low coffee-table of carved pickled pine, supporting a circular top of inlaid marble, shows what you can achieve by uniting two derelict finds from Second Avenue.

The bedroom and dressing-room are freshly coloured adaptations of Louis XVI. rooms. A great fringed bed is hung with crimson-and-white *toile de Jouy*, and, in the dressing-room, panels are filled with crimson-striped silk to match the curtains. Each of these has its fireplace, and a spaciousness unusual in city houses.

The little study is Mr. Stagg's personal domain, and here the entire bay-windowed end is curtained with gigantic enlargements of old prints on a soft fabric designed and executed by Leize Rose. The colour is a fine, deep magenta, and the subjects, enlarged over the entire surface of the ceiling-high curtains, are the Battles of the Baltic and of Trafalgar, in which Mr. Stagg's ancestor, Admiral Martin, played an important part. The deep colour and soft texture are perfect for this room, with its chairs and sofa of deep maroon leather and its innumerable framed documents and letters celebrating the adventures of Admiral Martin in South America. And further to celebrate, this ancestor brought back the swords and pistol-holsters of Flores, founder of Ecuador, which now make the overmantel decoration of this personal, historic room.



*the World's Fair Bag*

It's the dawn of a new day in bag convenience. An exclusive David creation, it holds everything easily and accessibly. Order it now to bring with you to the Fair. Patent, smooth or alligator calf in advanced Spring colors. Completely fitted, including folding umbrella, 25.50. Without umbrella, cigarette case and compact . . . 18.75

425 5th Ave., New York



Designers experienced in creating authentic period costumes for balls, ballet and dance recitals. Outfits for men, women and children with all accessories for purchase or rent. Exclusive wedding ensembles and children's fine custom-made dresses a specialty.

Write for prices and information.

**CLYDE INGRAM, INC.**  
1077 PEACHTREE STREET, ATLANTA, GA.

*Lilly*  
**DACHÉ**

HATS....ACCESSORIES

..78 East 56th Street.. New York..

PARIS....MIAMI BEACH



# DAY-BOOK

**FINE FRENCH FURNITURE**—Flanked on the west by the new Normandie Theatre, Louis D'Arclay's even newer shop runs to two stories, joined by a curving staircase. The elegance of the *décor* is matched by the quality of Mr. D'Arclay's collection of furniture. There are sets of chairs, from the white-and-gilt Italian Directoire ones that are nothing short of palatial, to simpler ones in wood and black-and-gold lacquer.

Against the walls, hung with folds of silver and gilt fabric, all this shows up beautifully. A long console-table has been contrived of a pair of eighteenth-century blackamoors, which support, against a mirrored back, a thick top of malachite-green wood. Two not-too-large appliques are a mass of candles, for each one has twelve slender white arms finished with gilded cups.

Everything is of fine quality, from the sets of Louis XV. chairs, in old paint and cane, to the unusual mahogany architect's desk and the innumerable bits of porcelain and crystal. Mr. D'Arclay as a decorator has ideas about using these pieces, too, in something more than the traditional way.

**CARPETS DE LUXE**—Most of those beautiful thick rugs with carved patterns that you see about come from the V'Soske Shops. Every rug is not only hand-tufted, but specially designed, so that there are practically no repeats, although Mr. Nelson Fink will do variations on any theme for you.

The collection of samples from past achievements is very impressive. One called the "Celtic" scroll is shown in the palest pistache-white, with a very thick texture. A section of a circular rug is Regency in feeling, with a pattern in beiges and curious greenish-yellow on a pale coffee-coloured ground. Then there is an oval rug in monotone, with great bow-knots and polka-dots all over it. And a carpeting of uneven texture called "Llama" has a long, fleecy pile.

The V'Soske Shops do a handsome zebra-skin version, too, in black and cream; this is naturally of rather short pile, and is at its best in a shaped rug with the carved border following the outline. An angular modern pattern covers another rug in soft tones of pistache-yellow and slate-grey, with an occasional and surprising touch in deep red. And in the traditional way, there is a fine and remarkable adaptation of old English needlework with every inch flower-covered in the unlimited variations of colours that only old needlework seems to show. (Continued on page 54)



Schrafft's Baskets \$5 to \$25

## The Vogue in Bon Voyage Gifts!

Have you ever received a basket by Schrafft's? Your first thought is, "How beautiful!" And there's thrill upon thrill exploring its cargo of candies, cakes and delicacies. And a warmth of feeling for the one who sent it—not alone for the idea, but also for the thoughtfulness in selecting so bountiful a gift. Have you a friend sailing? • Free delivery to ships leaving New York, Philadelphia and Boston.

# SCHRAFFT'S

Please send mail orders to 556 Fifth Ave., N. Y.

When in New York don't fail to visit one of Schrafft's Restaurants for food at its finest.

## For Dinner à deux or Banquet

From cocktail canapes to decorative, delicious dinner entree

### PINESBRIDGE FARM SMOKED TURKEY

adds distinction to important functions. Your guests will acclaim the racy, smoky flavor. Comes ready-to-serve. No waste—can be used in a variety of tasty dishes. Book of recipes accompanies each bird. Turkeys weigh 7 to 16 lbs., smoked. \$1.35 a lb., express prepaid. Money back if not delighted. Send postcard for booklet, "TURKEY SMOKER".



## PINESBRIDGE FARM

R.F.D. #2  
Ossining, New York

A Smart NEW Mexican  
**HUARACHE**  
With Strap Buckle

**FREE!**  
Send for our illustrated catalogue of authentic Mexican imports and South-western artgoods.

Here's up-to-the minute style combined with solid comfort. These genuine Mexican sandals are hand-woven of soft, white calfskin—with the new adjustable heel strap. They've open toes and Cuban heels. No finer huarache ever came out of Mexico. In ordering, send outline of foot.

**\$3.75 Pair**  
Postpaid Anywhere in U.S.A.  
For Sizes Above 7—\$1 Extra

**La Casa de Manuel**  
220 S. El Paso St. El Paso, Texas

*Moderate  
Personal  
quiet*

Clean-cut crispness is the refreshing motif of this dressy Ducharme Print, with its clear crystal buttons and placard pockets. Navy, Brown, Black, Peacock, Rose-White background.

**\$49.50**

**SYBIL NASH HOGAN**  
38 EAST 57TH STREET NEW YORK CITY  
Between Madison and Park

By Appointment  
to  
America's Smartest  
Dressed Women

**FLORENCE Reichman**  
16 EAST 52nd STREET, NEW YORK  
hats

CUSTOM PERMANENT *Waves*

**S. SCHAEFFER**  
590 FIFTH AVENUE, NEW YORK

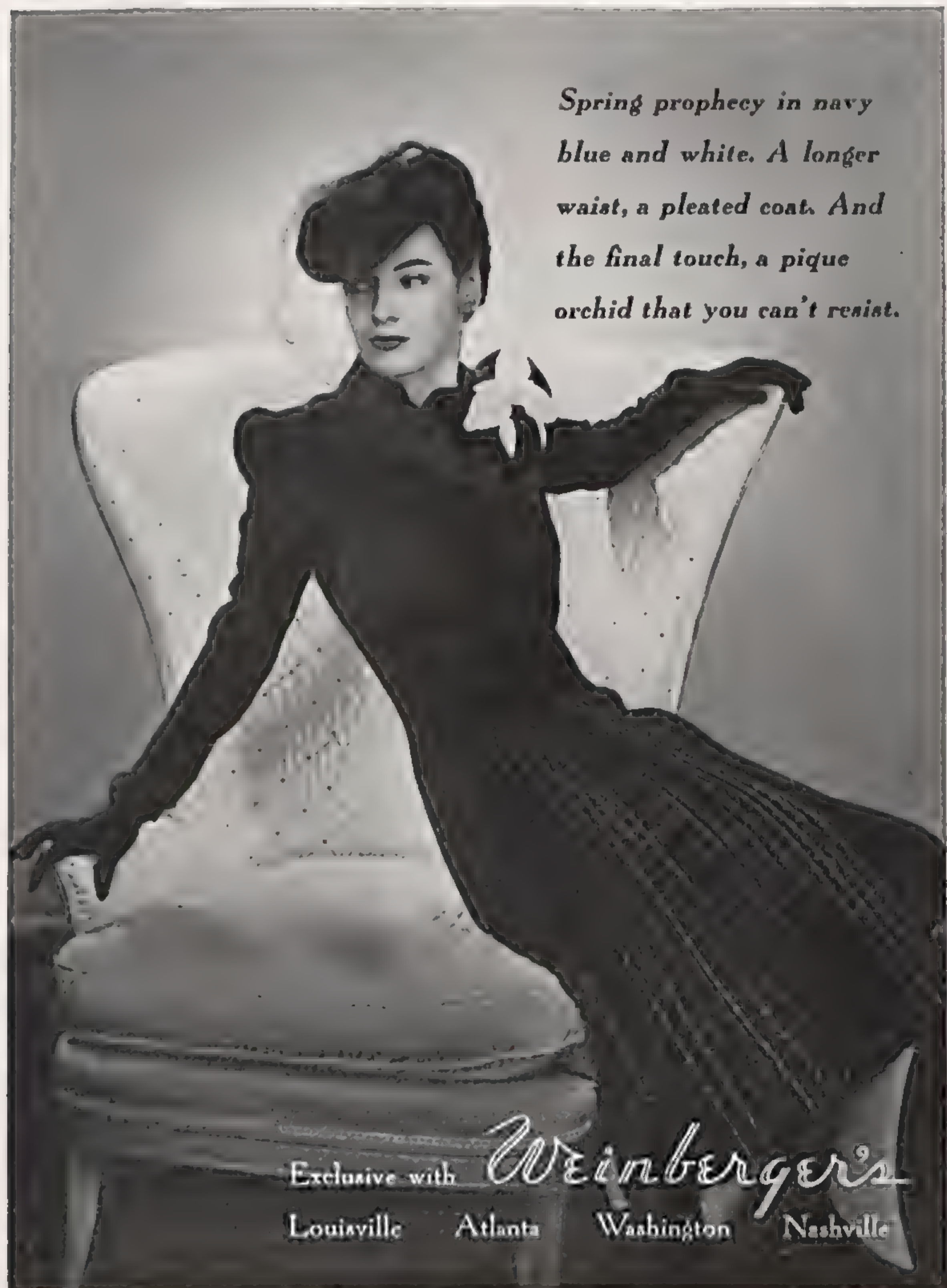




**AMERICANA—FROM SCOTLAND!**  
**Braemar's "Great Scot" Twins**  
 On every campus, on every golf course—as much a part of the American scene as its native flora and fauna! — are Braemar sweaters from Scotland. "Great Scot" twins—a blend of finest Indian cashmere and wool—in a galaxy of new spring shades. The cardigan, \$13.95. The pullover, ....\$10.

*Speck & Speck*

NEW YORK • PHILADELPHIA • BOSTON • DETROIT • CHICAGO • CLEVELAND  
 MINNEAPOLIS • PROVIDENCE • ST. LOUIS



Spring prophecy in navy blue and white. A longer waist, a pleated coat. And the final touch, a pique orchid that you can't resist.

Exclusive with *Weinberger's*  
 Louisville Atlanta Washington Nashville

## DECORATOR'S DAY-BOOK

(Continued from page 53) **MODERNISMS**—At Cosden, Inc., there is a show of modern furniture designed by Victor Proetz, which goes on through February. With a nod now and then to the classics, Mr. Proetz has designed some handsome pieces in rosewood and brass, sycamore and ebony. They have been done with such superb workmanship that the results are classic in themselves.

A pair of commodes (one of them is going to the San Francisco Fair) typifies this classic trend. They are Directoire-Empire with a difference, with their broad smooth surfaces and inset drawer-handles and bands of brass. Then there is the huge sycamore table-desk, with rosewood bands at the edges and a glass-doored cabinet at one end, which has silvered muntins and handles.

A Regency side-table, very long and supported by four brass-capped columns, has a *vert antique* marble top. This table is of simulated burl elm, for simulated or grained woods were a fairly common Regency trick. A bleached elm table-desk, the colour and texture of old piano keys, has a top of lacquered black calfskin beautifully tooled in gilt along the outer edges, with ivory ring handles and ebony bands inlaid into the drawers.

Above the table-desk hangs a sketch framed in what seems to be a thick sheet of ivory, but you are told that it is treated paper deeply lacquered to give that ivory-like texture—another example of the Cosden trick of taking pains with surfaces. The Cosden bedside tables are unique, too, in providing broad and solid surfaces, for telephones and things, that the average bedside table ignores. These are step-shaped in two tiers, of just the right bedside height. The taller variety has two shallow drawers under its leather-covered shelves.

EVERETT GRAY LINSLEY



### Consider the St. Regis

Consider the spacious guest rooms that so closely approximate those in your own house. Consider, too, the exceptional St. Regis restaurants that reflect your varying moods—the brilliant gaiety of the Iridium Room with its music and Ice Show...the cheerful informality of the colorful Maisonette Russe...the robust Oak Room for quiet meals. A stay at the St. Regis interrupts your established mode of living as little as possible. In the instant response of its many carefully trained servants to your every wish, it establishes itself as a fitting background to reflect your own good position and good judgment.

*Rooms and Suites—Rates also by month or year*

**THE St. Regis**  
 FIFTH AVENUE AT 55TH STREET



**MARY PICKFORD'S  
OWN PERSONAL**

CLEANSING CREAM . . 60c, 3-oz. Jar  
TISSUE CREAM . . . 85c, 3-oz. Jar

*A Boon to Budgeteers Who  
Want Excellent Creams at  
Moderate Prices*



*"In my long career, I have never  
endorsed any product. These are the  
beauty aids I personally use, and  
I heartily recommend them to you."*

*Mary Pickford*

WHEN Mary Pickford had these creams made for her own individual use, in limited quantities, they were necessarily expensive. For instance, she paid \$15.00 for an eight-ounce jar of her tissue cream. This she did not consider an extravagance because, to her, buying the best possible creams definitely insured a good complexion—so important to her theatrical work. But it is characteristic of Mary Pickford that she should want *all* women to benefit by these creams as much as she has. That is why she formed her own company, to make her beauty aids by exact formulas and in large quantities, so that women everywhere can enjoy them at really moderate prices. Ask for them today...at your favorite department or drug store.

*Mary Pickford Beauty Aids Include*

CLEANSING CREAM . . . . . 60c	SKIN FRESHENER . . . . . 60c
TISSUE CREAM . . . . . 85c	FACE POWDER . . . . . 60c
COLD CREAM . . . . . 60c	DRY ROUGE . . . . . 60c
BEAUTY SOAP . . . . . 25c	LIPSTICK . . . . . 60c

MARY PICKFORD COSMETICS, INC.  
580 Fifth Avenue, New York



Shotta  
original





# Vogue

COPYRIGHT 1939 THE CONDÉ NAST PUBLICATIONS, INC.

*incorporating Vanity Fair*

**FEBRUARY 1, 1939**

Vogue covers the town, 50-51

Decorator's day-book, 52-54

Vogue's-eye view, 59

To-morrow's daughter, 60-61

Heigh, ho, come to the Fair, 62-63

American beauties, 64-67

"America, we love you," 68-69

Fair murals, 70

Designing men, 71

Portfolio of American designers, 72-81

Dinner at the Terrace Club, 82-83

Golden Gate Exposition, 84-89

A world we'll never see, 90-91

The theatre looks at America, 92-93

Bathing beauty, 94-95

Vogue stars, 96-97

Robert Benchley takes off, 98-99

Clothes America lives in, 100-105

Show-windowship, 106-109

American shoe mania, 110-111

Miss Antoinette Pinchot, 112

Game of tag, 113

Good form in America, 114-115

All-American mix-up, 116

Discoveries in beauty, 118, 120

Sandals for slacks, 126

Pinned impertinence, 130

Skirting the issue, 132

Shop-hound's constitutional, 134-135

Gourmet's guide, 36

The dog mode, 38-41

Vogue's travelog, 42

School directory, 45-47

Vogue's address book, 48-49

The shops of Vogue, 50-53



Witold Gordon, who is executing important World's Fair murals, painted this cover, using the Trylon and Perisphere to make a new crown for Liberty in the World of To-morrow

VOGUE Incorporating Vanity Fair  
IS PUBLISHED TWICE A MONTH.

THERE ARE THREE VOGUES:  
AMERICAN, FRENCH and BRITISH

EDNA WOOLMAN CHASE  
Editor-in-Chief of the three Vogues  
Mohamed Fakmy Agha  
Art Director

AMERICAN VOGUE  
Editorial and Advertising Offices  
420 Lexington Ave., New York  
Cables: Vonorik, New York

STAFF EDITORS:  
Jessica Davies, Managing Editor  
Arthur Weiser, Art Editor

FASHIONS:  
Emmy Ives  
Martha Stout  
Countess Willaumes  
Bettina Wilson (Paris Office)  
FINE ARTS: Frank Crownshield  
FEATURES: Aliene Talmay  
SOCIETY: Margaret Case  
BEAUTY: Bettina Folts  
COPY: Marcelle McGuane  
MERCHANDISE: Frederika Fox

FRENCH VOGUE  
65 Ave. des Champs-Élysées, Paris  
Michel de Brunhoff, Editor  
Duchesse D'Ayen, Fashion Editor  
Thomas Kernan, Managing Director

BRITISH VOGUE  
1 New Bond St., London, W. 1  
Elizabeth Penrose, Editor  
Madge Garland, Fashion Editor  
Harry W. Yozell, Managing Director

SUBSCRIPTIONS  
For the United States Possessions,  
Canada, Central and South America  
\$5 a year in advance.  
Single copies 35 cents.  
For other countries subscription  
prices furnished on request.

CHANGE OF ADDRESS  
Write to Greenwich, Connecticut.  
Four weeks' notice is required  
for a change of address or for a  
new subscription. In ordering  
a change give both the new address  
and the old address exactly  
as it appeared on the wrapper  
of the last copy received.

COPYRIGHT  
The entire contents of Vogue—  
text and illustrations—are protected  
by copyright in the United States  
and countries signatory  
to the Berne Convention  
and must not be reproduced  
without permission. Title Vogue  
registered in U. S. Patent Office.  
Vogue is manufactured in the U. S. A.  
by the Condé Nast Press.

THE CONDÉ NAST  
PUBLICATIONS, Inc.  
Executive and Publishing  
Offices, Greenwich, Conn.  
Condé Nast, President  
F. L. Wurzberg, Vice-President  
W. E. Beckers, Treasurer  
M. E. Moore, Secretary  
P. P. Soule, Business Manager



DEMAQUILLANT CREME GIVES A SATIN SMOOTHNESS TO THE SKIN



*Caron*



*CARON'S VENITIEN ROUGE*  
"MADEMOISELLE PEAU FRAICHE" POWDER





HIRSCH

THIS is not merely a Cigar Store Indian. He is a forward-looker, one of America's earliest. Perhaps he started a trend, for we, too, find ourselves, shading hand over straining eye, gazing into the future. And, as we gaze, we begin to feel as aboriginal as he looks. For what he might have seen was us. What we see is some shadowy hint of America to come.

For now we, like all the peoples before us, are trying to break the envelope that is to-day; trying to search for the clues to to-morrow. Perhaps in the New York World's Fair, sprawling on the doorstep of America, looking like a magnificent maquette, a drawing of the future, we may find a link.

This link has the quality of the fabulous—a superb dash into the future. And like all advances into the future it will by its very prophetic quality arouse excitement, speculation. Its architecture has the courage of its conception; its brave new colours the excitement of a new banner advancing into an uncharted country.

This New York Fair is the first in the history of Fairs to pay no attention to precedent, giving us What May Be, not What Has Been. But there is another Fair, which does give us, in hospitable quantities, the exotic old. For America, with its exuberant extravagance, could not be content with one Fair at a time. And in San Francisco, there has arisen a turreted, Oriental Fair, which looks backward to find beauty. White and shining, it sparkles with palaces—with turrets and gigantic lanterns—a Christmas-story city like our childish dreams.

To both Fairs, America will turn this year. To the one, with passion for our past; to the other with a thrusting search for our to-morrow.

*Vogue's eye  
view of  
the World of  
To-morrow*





STEICHEN



# TO-MORROW'S DAUGHTER

**S**HE exists in time, somewhere beyond the powdered-glass stars—the Woman of To-morrow. We shall never see her face. All we can do is summon up, from that windy space, the image of some one strong and luminous. Of some one who has achieved, through genetics and sciences still uncovered, a profound beauty of body and spirit beyond the ideal of this fallible age.

It is an easy thing, and a somewhat fearful one, to turn the imagination loose in the vacuum of the future. Predictions cost nothing. No one can gainsay them. No one can prove them. Neither the history of America, nor the history of man gives the clue to what lies ahead, though it carry the seed. To-morrow's American Woman may be the result of formulæ—the tilt of her eyes, the curve of her chin, the shade of her hair ordered like crackers from the grocer. She may be gentle, sympathetic, understanding—because of a determinable combination of genes. She may be a part of America, the world-power; or of America, the absorbed state. A little wistfully, we play with possibilities.

However, this is how we like to think of the American Woman of To-morrow: That her face will be beautiful, but that beauty will not be merely an "assembly-line" product. That her body will be a perfectly-working machine, unencumbered with pain—yet still a miracle to her. That her mind will work clearly, unfogged; with cold logic and warm sympathy. That her spirit will be eager and soaring—but controlled by the knowledge that for her, too, there will be a Woman of To-morrow.

To-morrow's American Woman may, indeed, be close to perfection as we foresee it now. And yet we, her earthbound progenitors, would like to think that she, too, will still be a little earthbound. That sometimes, perhaps, she will dent the crystalline fender of her rocketship, or keep the dinner of air-capsules waiting.





**HEIGH, HO, COME TO THE FAIR.** Against the potpourri of the Fair, Steichen catches a mélange of moods, romantic, sophisticated, or wacky, but always gay. For the Terrace Club: dreamy white chiffon and lace; Jay-Thorpe. Or grey marganza with lace; Bergdorf Goodman. For the Fairways: brisk oatmeal wool dress with a striped jacket, red-and-blue; Bonwit Teller. Or an oatmeal jacket over black wool; Bonwit Teller. Or a mustard-coloured Ameritex print dress; Jay-Thorpe





For dining: The confectionery romance of a pink rose above a fluted pink horsehair hat—a pink-topped dinner-dress. Hattie Carnegie. For the strangeness of Trylons and Democracities, a strange jacket of bisque fish-net, over gun-metal crêpe; Bergdorf Goodman. The clothes of to-day for the World of To-morrow: orange wool suit, blouse and yoke of polka-dot surah. Hattie Carnegie. Tying her shoe (or resting her feet!) in a “morning suit” of navy-blue and coffee-striped silk. Hattie Carnegie Original





*Miss Rosemary Warburton*

HORST





*Miss Cobina Wright*

Vivacious American blonde—Miss Cobina Wright. The European idea of an American beauty, with curly hair, blue eyes, a fresh, fair skin—and the enviable American figure. White net dress; Henri Bendel. Jewels; Trabert and Hoeffler-Mauboussin

Serene American blonde—Miss Rosemary Warburton. Along with her taffy hair, warm complexion, and deep blue eyes under black brows, she has a serene distinction that is as notable as her beauty. Her pale pink satin dress is brocaded with silver feathers



*Mrs. Sherman Jenney*



HORST





*Mrs. Drayton Cochran*

Clear-cut American brunette—Mrs. Drayton Cochran. Her wide brow, candid grey eyes, moulded features, and polished hair are close to the American ideal. Mrs. Cochran wears white crêpe with silver beads and trailing shoulder scarfs in green and white. Milgrim

Exotic American brunette—Mrs. Sherman Jenney. Although her black hair, black eyes, and translucent oval face look Latin, she is this country's own. Her dress—gold-embroidered blue and black crêpe, with a scarf. Designed by Mabel Downs; Bergdorf Goodman



# "America,



*The Clark's Fork Valley, Wyoming*  
by Ernest Hemingway

AT the end of summer, the big trout would be out in the centre of the stream; they were leaving the pools along the upper part of the river and dropping down to spend the winter in the deep water of the canyon. It was wonderful fly-fishing then in the first weeks of September. The native trout were sleek, shining, and heavy, and nearly all of them leaped when they took the fly. If you fished two flies, you would often have two big trout on and the need to handle them very delicately in that heavy current.

The nights were cold, and, if you woke in the night, you would hear the coyotes. But you did not want to get out on the stream too early in the day because the nights were so cold they chilled the water, and the sun had to be on the river until almost noon before the trout would start to feed.

You could ride in the morning, or sit in front of the cabin, lazy in the sun, and look across the valley where the hay was cut so the meadows were cropped brown and smooth to the line of quaking aspens along the river, now turning yellow in the fall. And on the hills rising beyond, the sage was silvery grey.

Up the river were the two peaks of Pilot and Index, where we would hunt mountain-sheep later in the month, and you sat in the sun and marvelled at the formal, clean-lined shape mountains can have at a distance, so that you remember them in the shapes they show from far away, and not as the broken rock-slides you crossed, the jagged edges you pulled up by, and the narrow shelves you sweated along, afraid to look down, to round that peak that looked so smooth and geometrical. You climbed around it to come out on a clear space to look down to where an old ram and three young rams were (Continued on page 157)



*Red Mountain, Arlington, Vermont*  
by Irvin Edman

I HAVE no right, really, to be writing about New England at all: one ought to have lived in it from childhood. My affection for it is the half-illicit one of a summer resident, and I have been that only recently. The only state I know well is Vermont, and, at that, only southern Vermont, and the only village I know well is Arlington, nestled in the valley between Bennington, with its modern college, and Manchester, with its now ancient fashionableness and its up-to-date golf course. Arlington has nothing, save an old church and some fine Colonial houses, the friendliest general store in the world—and a wonderful peace. Tourists pass through on Route Seven up to Canada or northern Vermont. I'm glad it never occurs to them to stay.

For if it did occur to them, they might find their way to Red Mountain, and half-way up is the Quinn Place, a not-too-transformed New England cottage, where I spent the most idyllic of summers, writing a book on *Four Ways of Philosophy*. In June when everything was green I was working on *Philosophy as Logical Faith*, and in September when everything was as clear and golden as only an autumn in New England can be I was writing on *Philosophy as Nature Understood*.

What, I tried to define to myself after a summer on Red Mountain, was its charm? Why did I find here in a New England cottage on a hillside (for *Red Mountain* is a mild exaggeration) something I had not found in the Rockies, in Devonshire, in the Adirondacks, in next-door New Hampshire? What should a born New Yorker be doing finding an affinity of spirit in these hills, among these taciturn Vermonters, among these woods?

Arlington is, for one thing, decidedly unspectacular. Don't come there looking for (Continued on page 158)



we love you"



## Dry Tortugas

by Archibald MacLeish

EVER since I first saw the Dry Tortugas I have thought of those islands with a curious persistence, carrying the two words with me everywhere as a man might carry in his pocket-book a folded paper with an old address the usefulness of which he had forgotten. I have said the two words of their names in many countries and at many hours, wondering why I said them, wondering why I kept them in my mind. Now I have discovered why this is.

It is not, as I had supposed, because of the remoteness of the place or its loneliness, though it is lonely enough—a reef and a few small islands far to the westward of Key West, farther even than Rebecca Light, where the Florida Shoals end and the deep water of the Gulf of Mexico changes the reflection of the sky upon the sea. There were never ships there in those days except perhaps a Spanish fisherman lying in from a norther in the lee of Garden Key while the cook hung out his cloths to snap in the stiff wind and the galley smoke ravelled its long white flag to tatters tugging at the stove-pipe pole. (A cold wind in Florida is a remembered thing—the lee-side of a dock-house shed, and the sky blowing over it blue first and then clouds and then blue, and the sun hot and quick on your thin shirt as the clouds open, and faint and cool as they close, and cold and gone but returning.) There were no men living on the keys then but the light keepers far off over the big lagoon at Loggerhead, miles away, and, as for the dead men under the parade ground in the abandoned fort, the weeds were over their heads so high you forgot their graves.

But it is not because of the loneliness that I am always thinking of Dry Tortugas. And neither is it because of the strong sense of the past which is there, as (Continued on page 159)



## An Illinois Town - Chautauqua Week

by James Vincent Sheean

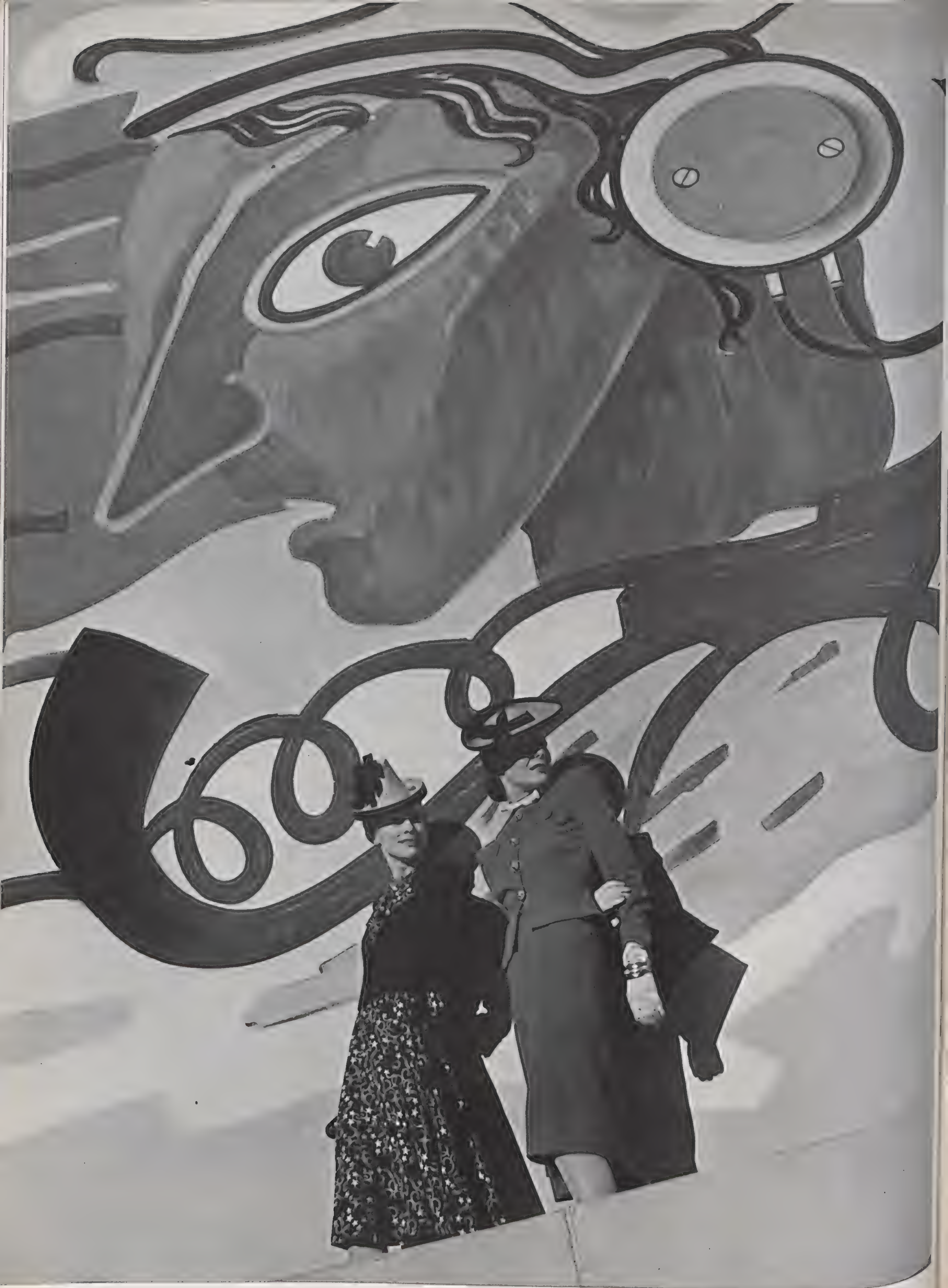
THE town was swept and garnished for Chautauqua week. The band practised every night; the girls were saving their good clothes and were to be seen, if at all, in their third or fourth best. The Park was a wooded tract of land on the outskirts of town, which had been left by a local benefactor in his will for this purpose. Throughout the year, it was the abode of many squirrels and a few tramps, but in August it came to life as a haunt of culture.

The chief pleasure of Chautauqua consisted simply in assembly. It was a major event because people treated it as such, and came from all over the County on the big days. Friends or acquaintances who had not met since last year would meet at Chautauqua, and ask a few questions, and walk up and down. There were elm-trees, grass (some), and a lagoon. The lagoon was artificial, with abrupt borders and trim islands. It was also very small, but it served for the propulsion of canoes over stagnant shallows ringing with mosquitoes. There was a bridge to the island in the lagoon, too, and the stars were reflected in the water. On one night during the season, when the weather was propitious, there were fireworks on that bridge, shooting-stars and showers of fire over the glittering water in the soft August night, and the mosquitoes didn't seem to bother anybody much.

All along the west side of the Park there was a hitching rail, and the horses and buggies of farmers for miles around were parked there. Later on, there were fewer horses and buggies; still later (when I was no longer there) the hitching rail must have disappeared altogether. Inside the Park on that side there were stands for soft drinks; a very profitable concession, I believe, as there was an annual row (Continued on page 160)

**Editor's Note—We asked a novelist, a philosopher, a poet, and a journalist to write a geographic profile about some spot in America dear to him. Here are the results**







# Vogue presents Fashions of the Future—

## on 9 following pages

### Costumes by 9 leading industrial designers

—“This is the New York World’s Fair,” said a determined voice when we lifted the stream-lined receiver of our telephone. “What is Vogue going to do about the Fashions of To-morrow?”

—“We are sure we do not know,” said we with perfect frankness. “To-day is so full of exciting revivals and thrilling comebacks that we never think of To-morrow.”

—“Shame on you,” said the Fair sternly. “To-morrow is the battle-cry of To-day. Could you not create some Fashions of the Distant Future?”

—“We never create,” said we modestly. “We observe and report, discover and point up; we leave designing to Designers.”

—“Could you not,” said the persistent Fair, “ask the Designers who create the Fashions of To-day to give you their ideas about the Fashions of a far To-morrow?”

—“We doubt whether they will want to do that,” said we. “They live too much in the present; their sensitivity is delicately attuned to the fleeting changes in the scenery of To-day. Their genius lies in the quick response to the fluctuations of contemporary taste, not in forecasting the fashionable weather for thousands of years ahead.”

—“If neither Vogue nor the Fashion Designers knows about the Fashion trend of the next century—who does?” said the Fair.

—“You do,” said we. “You have gathered around you the leading Industrial Designers of this country—men who shape our destinies and our kitchen sinks, stream-line our telephones and our sky-scrapers; men who brought Surrealism to the Department Stores and the be-Tryloned Perisphere to Long Island. They know all about the problems, the dreams, and the realities that the future has in store for us. They are trained to think ahead; they know To-morrow like their own stream-lined pockets. We will offer them the hospitality of our pages, and let them have some fun with Clothes of To-morrow.”

• The nine colour photographs by Anton Bruehl shown on the following pages are the result of the conversation somewhat freely transcribed above.

Vogue selected nine important names on the roster of American industrial designers: Egmont Arens, Donald Deskey, Henry Dreyfuss, Raymond Loewy, Joseph B. Platt, Gilbert Rohde, George Sakier, Walter Dorwin Teague, and Russel Wright.

These nine designers were each asked to create a dress for the Woman of the Future. All accepted very graciously. Some of them admitted that they never had designed anything more frivolous than a locomotive; one of them said he would much rather design a costume for the Man of the Future.

The costumes were designed, complete with coiffure, accessories, and suitable ideology. The workrooms of nine leading shops cooperated with the designers in their execution. Anton Bruehl, a distinguished photographer and designer himself, interpreted these dresses with a sympathetic understanding and insight into the designers’ problem, which we feel will enable our readers to get the full impact of this experiment in prophecy.

These Fashions of the Future will make their début at a World’s Fair Terrace Club party. They will be shown in windows of leading New York shops; and will appear in a Vogue-Pathé movie.

Exterior murals, like sign-boards to the future, are part of the excitement of the World’s Fair buildings. Opposite is a section of the gigantic composition on the Consumers’ Building, representing the artist Francis Scott Bradford’s conception of the spirit of Electrical Communication. Standing in front of this superhuman lady are two rather more human ladies. At the left: a serene, jacketed, black-white-and-yellow silk star print, Henri Bendel. At the right: a self-contained two-piece grey tweed dress with fresh white piqué and silver metal clips. Jay-Thorpe



**1 DONALD DESKEY FORESEES A GREAT EMANCIPATION**  
Bodies scientifically beautified. No underwear. No purses—credit instead of money. Flat heels. Clothes decorative, not utilitarian. A wardrobe that's a system of chiffon units. In the morning, shorts and a halter. Afternoon, a short skirt. Evening, a long skirt. The whole theory of this decorator of Radio City Music Hall, creator of Fair Exhibits, is on page 137.

COSTUME MADE BY: HATTIE CARNEGIE  
SHOES EXECUTED BY: EDOUARD  
COIFFURE: GUILLAUME OF ELIZABETH ARDEN  
MAKE-UP: ELIZABETH ARDEN'S "REDWOOD"

**2 GILBERT ROHDE BANISHES BUTTONS, POCKETS, COLLARS, TIES**  
Man of the next century will revolt against shaving and wear a beautiful beard, says the designer of metal furniture, lamps, clocks, pianos, boilers. His hat will be an antenna snatching radio out of the ether. His socks—disposable. His suit minus tie, collar, buttons. His belt will hold all his pockets ever did. Mr. Rohde explains the whole revolutionary idea on page 138.

COSTUME FROM SAKS-FIFTH AVENUE MEN'S SHOP  
PLEXIGLAS FOR VEST: FROM RÖHM AND HAAS

**3 RUSSEL WRIGHT CREATES AN ALUMINUM FOIL COAT**  
The man who introduced spun aluminum and modern maple furniture proposes a coat of Reynolds Metals' gilded aluminum stitched on a backing. The Viscose crêpe evening dress has a serpentine Talon fastener. The shoes have sculptured soles and uppers woven with "Lastex." In the new coiffure, an electric head-light. Mr. Wright explains everything on page 140.

COSTUME MADE BY: BONWIT TELLER  
COAT FABRIC FROM: DUTSCHLER, TRULL, AND JUSTIN  
DRESS FABRIC FROM: DUCHARNE  
SHOES EXECUTED BY: PALTER DELISO  
HEAD-LIGHT EXECUTED BY: CASTLECLIFF  
COIFFURE: BONWIT TELLER SALON  
MAKE-UP: DOROTHY GRAY'S "SCARLET"

**4 RAYMOND LOEWY EVOLVES AN ALL-HOUR DRESS**  
Future women will travel light and fast, says the man who designs everything from lipsticks to locomotives. She can lunch in New York, fly to California, and dine there in the wool dress he designed. Un-zip the sleeves, and it becomes a dinner-dress. The cap has a Polaroid visor. The felt bag is all she needs for a suitcase. More of Mr. Loewy's advance ideas on page 141.

COSTUME MADE BY: HENRI BENDEL  
COIFFURE: EMILE OF FIFTY-SIXTH STREET  
MAKE-UP: MARIE EARLE'S "MEDIUM"

**5 EGMONT ARENS DRESSES A BRIDE IN GLASS**  
Incredible synthetic fabrics are on their way, says this designer of everything from lamps to permanent-wavers. In this costume, what looks like silk is glass, what looks like glass is something else. The veil is Goodyear's "Pliofilm." The dress of glass yarn. The jewellery and shoes are of du Pont's crystal-clear "Lucite." The belt of traffic reflectors. Mr. Arens' theory is on page 142.

COSTUME BY: SAKS-FIFTH AVENUE, SALON MODERNE  
GLASS YARN FOR DRESS FROM OWENS-CORNING GLASS COMPANY, WOVEN BY ONONDAGA SILK COMPANY  
BELT: SIGNAL SERVICE'S "STIMSONITE"  
COIFFURE: ANTOINE OF SAKS-FIFTH AVENUE  
MAKE-UP: ANTOINE'S "RUE CAMBON"

**6 WALTER DORWIN TEAGUE FORECASTS NEAR-NUDITY**  
What with universal air-conditioning and better bodies, clothes will be reduced to a minimum, prophesies the man who designs anything from a match to a city. The dress he designed combines Cellophane and an opaque "Teca" fabric. That clear plastic, "Catalin," makes the circular comb. The shoes are of du Pont's "Lucite." Details of Mr. Teague's theory on page 143.

COSTUME FROM: BONWIT TELLER  
DRESS FABRICS: DU PONT'S "CELLOPHANE" AND TENNESSEE EASTMAN'S "TECA"  
COIFFURE: JOSEPH OF HELENA RUBINSTEIN  
MAKE-UP: HELENA RUBINSTEIN'S "PEACHBLOOM"

**7 GEORGE SAKIER PROPHESES DISAPPEARING SKIRTS**  
Travel in planes, parachutes, and gliders will make skirts irrelevant, prophesies this artist and designer of prefabricated house-units. Expressive of soaring freedom is his costume, made of Bianchini's *Lorganza Barré*. The belt is a hypothetical receptor for high-frequency radiations. The shoes have new cantilever heels. Further details of Mr. Sakier's theory are on page 144.

COSTUME MADE BY: MILGRIM  
BELT EXECUTED BY: ACCESSOCRAFT  
SHOES EXECUTED BY: SEYMOUR TROY  
MAKE-UP: PRIMROSE HOUSE "POMPADOUR"  
NAIL POLISH: REVLON  
COIFFURE: LOUIS OF THE AMERICAN HAIR DESIGN INSTITUTE

**8 HENRY DREYFUSS DESIGNS FOR A 2000 A.D. DOLL**  
Women will still want to be dolls at night, says the man who stream-lined the Twentieth Century Limited and created "Democracy" inside the Perisphere. For her dress, he makes a transparent net top, a huge satin skirt. Her jewels are stone-studded tubes. Her fan, an ingenious propeller and compact combined. Mr. Dreyfuss explains in more detail on page 145.

COSTUME MADE BY: BERGDORF GOODMAN  
JEWELS ESPECIALLY DESIGNED BY: MARCUS  
SHOES EXECUTED BY: DELMAN  
FAN EXECUTED BY: VOLUPTE  
COIFFURE: CHARLES BOCK  
NAIL POLISH: PEGGY SAGE  
MAKE-UP: HARRIET HUBBARD AYER'S "AYER-ROSE"

**9 JOSEPH B. PLATT DESIGNS AN ELECTRICALLY HEATED COAT**  
To-morrow's women will keep warm in coats woven with heat-generating wires, says the man who modernizes rugs, fabrics, and plastics. The heat can be turned on or off, a socket plugged in open car or plane, batteries housed in pockets. A hood, sleeves that form mittens, and high suède boots are more anti-freeze devices. Mr. Platt elaborates on this theory on page 146.

COSTUME MADE BY: JAY-THORPE  
FABRIC: "KINYN" CAMEL'S-HAIR  
CLOSING: "TALON" PLASTIC FASTENER  
SHOES EXECUTED BY: SEYMOUR TROY  
MAKE-UP: ALEXANDRA DE MARKOFF'S "SIENNA"









































Dinner at the Terrace  
Club Restaurant  
of the World's Fair

Blond crêpe and  
satin embroidered in red.  
Bergdorf Goodman





In the Terrace Club  
Powder Room. Red  
wool skirt with a  
deep blue sweater.  
Kattie Carnegie;  
J. Magnin.

Black crêpe, with a  
hooded top in  
bright red. Jay-Thorpe





ON THESE TWO PAGES, DETAILS OF SOME OF THE EXTRAORDINARY SCULPTURE AT THE SAN FRANCISCO FAIR. FIGURE ABOVE: CARDORIN'S EVENING STAR



ANDRÉ DE P.





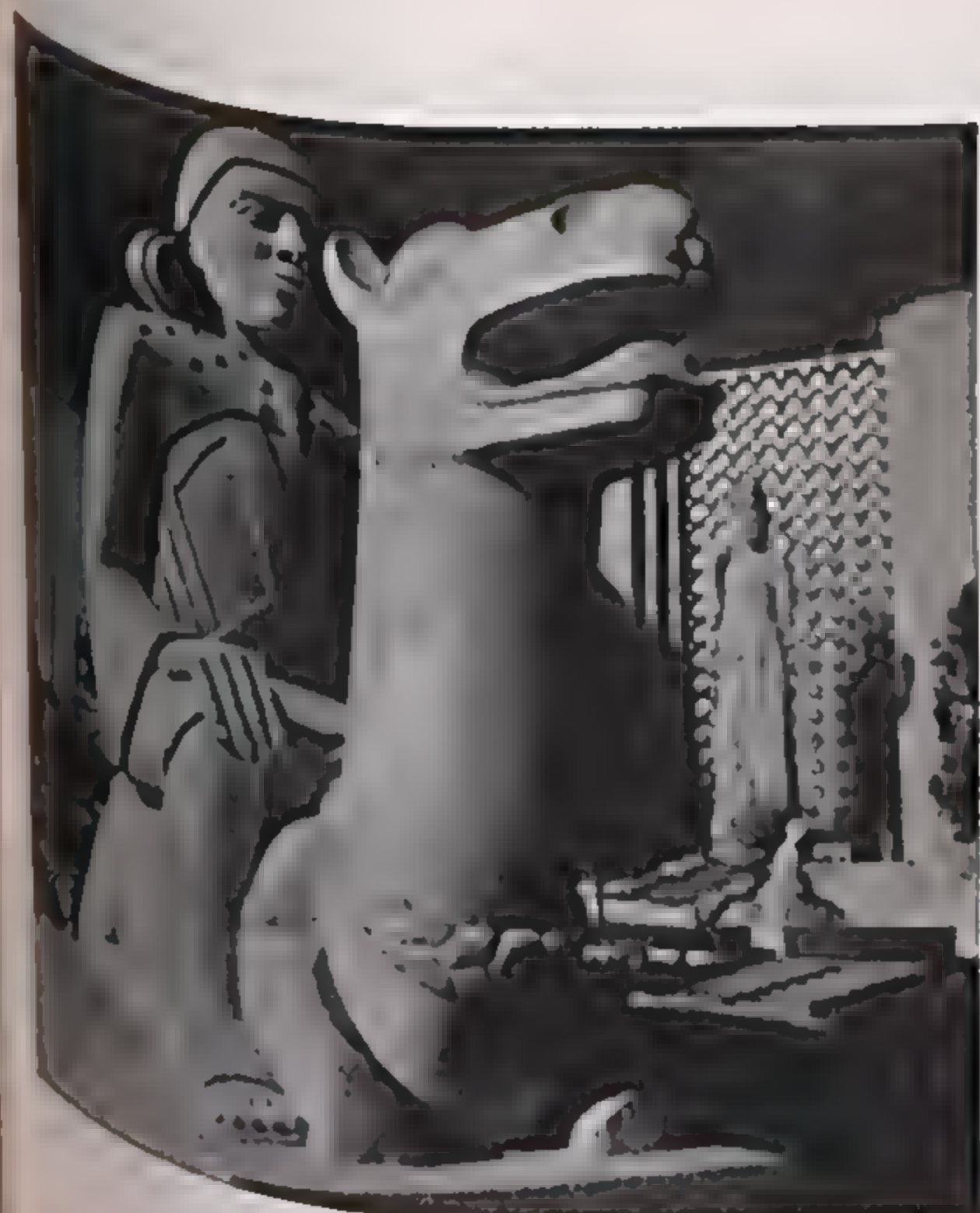
## GOLDEN GATE INTERNATIONAL EXPOSITION

You come upon it suddenly....a city risen from the sea. A city of palaces silhouetted against the spacious Golden Gate, breaking the back of the blustering Pacific trade-winds, producing an almost tropical atmosphere. There is something Athenian—something of the Golden Age in the sweet, strong contrasts of cultural civilization and Nature—the running flame of colour in the gardens, the incredible blue of the sky, and the deepened echo of the tranquil bay—against the fine arts of man, the sculptured temples, the beauty of industrial machinery.

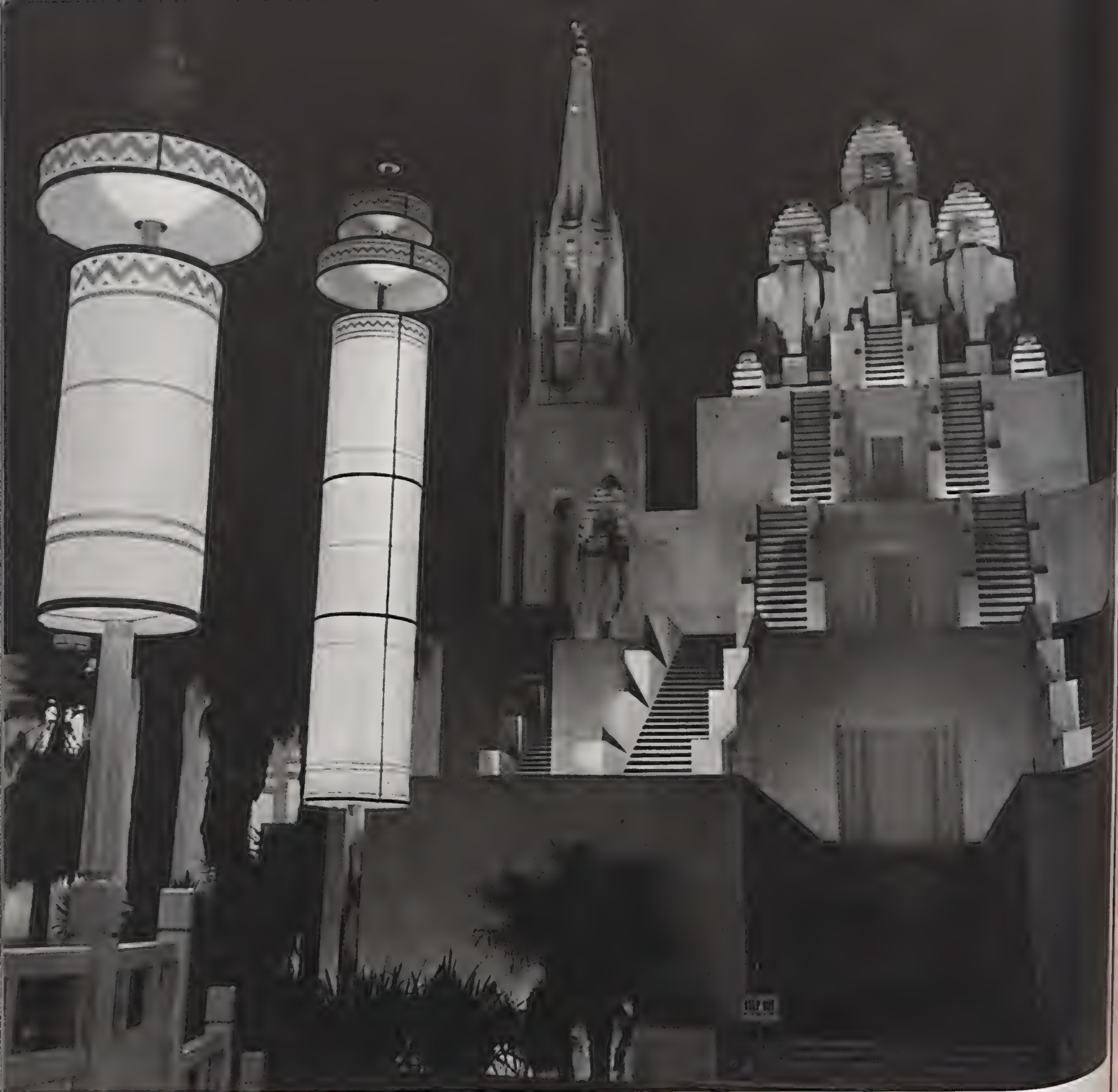
The Fair seems unreal in its extravagant beauty. Such a superabundance of colour that you'll wear dark glasses to protect you, like a timid Calvinist, from too much beauty. The great, glistening white temples, like a child's dream of Heaven, send silver splinters into the deep curve of the sky. Dim, muted murals, with an "aged-in-culture" look, line the decorative pattern of towering steps. The bright sun etches the bas-reliefs with inky shadows and rounds and accentuates the magnificent sculpture, the carved recess and doorway. And strengthening this unreal beauty is the sharp intrusion of Nature. The shredding bark of the giant eucalyptus, the purple perfection of bougainvillea pouring over the walls. Olive-trees line the avenues; even vegetables—the blue-bronze of cabbages and the bright heat of pumpkins—add to the conflagration and make your eyes ache with delight.

For all its island isolation, the Fair is very accessible. From San Francisco or Oakland, you can drive along the Bay Bridge, from which a ramp has been lowered directly to the Island. The *China Clipper*, homeward bound from the Orient, will give you a bird's-eye view of the Fair before setting you down at its very shores. Or if you are allergic to both plane and car, fat-bellied ferries will trundle you across.

In the extraordinary Federal Building, with its forty-eight symbolic pillars, you will find yourself spending more time than you planned, poring over (of all things!) an American Indian exhibit. (Continued on page 162)







NIGHT AT THE SAN FRANCISCO FAIR—THE PORTALS OF THE PACIFIC



COURT OF REFLECTIONS



PACIFIC PORTALS BY DAY



TOWER OF THE SUN

FIVE PHOTOGRAPHS BY ANDRÉ DE P.



KARGER

GRAU

2

KARGER

3

FROM RANSOHOFFS; NEIMAN-MARCUS; BONWIT TELLER



PALACE OF MINES

## SEEING THE SAN FRANCISCO FAIR

Caught against the varied exotic backgrounds of the Golden Gate International Exposition—these Costumes for Fair Weather, all Germaine Monteil designs

1. Grey reasserts itself for spring in a full-skirted wool coat, refreshed by white piqué. With it is worn a light grey dress, a black felt peasant sailor

2. For a California spring—navy-blue and white checked shantung swirls in the skirt and faces the bolero. Navy-blue jersey blouse and blue felt Breton sailor

3. The new dirndl with a draw-string neck—navy-blue wool with frothy lace and linen. Snooded sailor. The Lilly Daché hats—Ransohoffs; Neiman-Marcus



# PACIFICANA



ALL COSTUMES FROM I. MAGNIN, LOS ANGELES; SAN FRANCISCO



ALL PHOTOGRAPHS BY GRAU



ALL COSTUMES FROM I. MAGNIN, LOS ANGELES; SAN FRANCISCO

## SEEING THE SAN FRANCISCO FAIR

1. In the shadow of the "Girl of the Rainbow": an off-white great-coat looks sharply different played against the brown of a three-piece wool suit and a tweed hat. (Also at Bonwit Teller)
2. Atop the "Ghat" of Rangoon, Temple of the Flame: a red-and-white polka-dotted apron looks new and cool claspings a white crêpe de Chine dress. Yellow straw sailor. (Both, Hattie Carnegie)
3. By the Tower of the Sun: strategic new pastel combinations. Dim, muted pinks and blue-greens plaid a two-piece wool dress, and the blue-green jacket is of nubby Linton tweed
4. Leaving the Homes and Gardens Building: a superbly shaped wool coat diagonally striped in navy-blue and white. A red-and-blue raffia-like straw hat. And a lady in a three-piece wool ensemble—a red-and-grey striped top-coat and jacket, a grey skirt
5. At the Court of Pacifica: an oceanic-blue dress, topped with navy-blue silk jersey, and a separate jacket. Nettie Rosenstein design. The same blues for the hat. (Also at Bonwit Teller)
6. At the East Towers: another view of the diagonally striped coat (No. 4, above) with its paradoxical, full, but lean-hipped skirt





# A WORLD WE'LL NEVER SEE

*Editor's Note: You'll recognize that most of the basic ideas in this article were plucked from such professional forward-thinkers, such world-planners, as Frank Lloyd Wright, Georges Duhamel, Patrick Geddes, Le Corbusier, Lewis Mumford, Buckminster Fuller, Hugh Ferriss, Ebenezer Howard, A. M. Low, Henry Dreyfuss, Kropotkin, and the Earl of Birkenhead. There are others, of course; we even thought of some ourselves. And the World's Fair, with all its intrepid fantasy, and its own World of To-morrow within the Perisphere, has even more.*

THE FUTURE has a tantalizing beckon for architects, for scientists, for sociologists, for dreamers; the same beautiful unprecision that has made fortune-telling the passion of practically all women. To that end, hundreds of people have devoted themselves to political Utopias, to paper plans of cities, to the evolving of such miracles of prediction as that the United States will sometime close the Florida Straits, diverting the Gulf Stream, and immediately freezing Europe until she is at our mercy. In most of these notions, there is a lovely brutality, ripping our illusions, a ruining of the limits of our imagination. It all becomes in the end a succession of such increasing shocks

that the final ones sound like a little boy tapping on the floor with a birthday mallet.

In the contradictory shape of things to come, our lives will have us ranging, like *Arctiidae* moths, in a world freed from economic unemployment. That future world will need only some sixteen weeks a year, some two or three hours a day, for work; the rest of the time spent, like children in a progressive school, doing just what we want. Our problems then, of course, will be almost as great as now. For in a world of avocation, of amateurs tracking down Want Ads for leisure, the educational system will apparently be changed, and everybody will stay in school straight through the University.

These schools will be either in the cities, like the tower ones of Le Corbusier and his little group of dreamers, or in the decentralized cities of Ebenezer Howard and Frank Lloyd Wright and all those other architects who have drawn enchanting cities in green, belted with parks, all shown in scale drawings to bewitch each other and to astonish the Sunday Editor of *The Times*. In the tower cities, those orgies of masonry, built on sixty-foot cement piles, the bases will cover some six or eight blocks, all surrounded by foothills of building. The stores and cafés will be on

By Allene Talmey



the roofs. Traffic will blithely swing along three levels, express cars in tunnels, ordinary trucking at street level, and the pedestrians will be hoisted up on a third lane, allowing them to look in, like stilt walkers, on third-story windows.

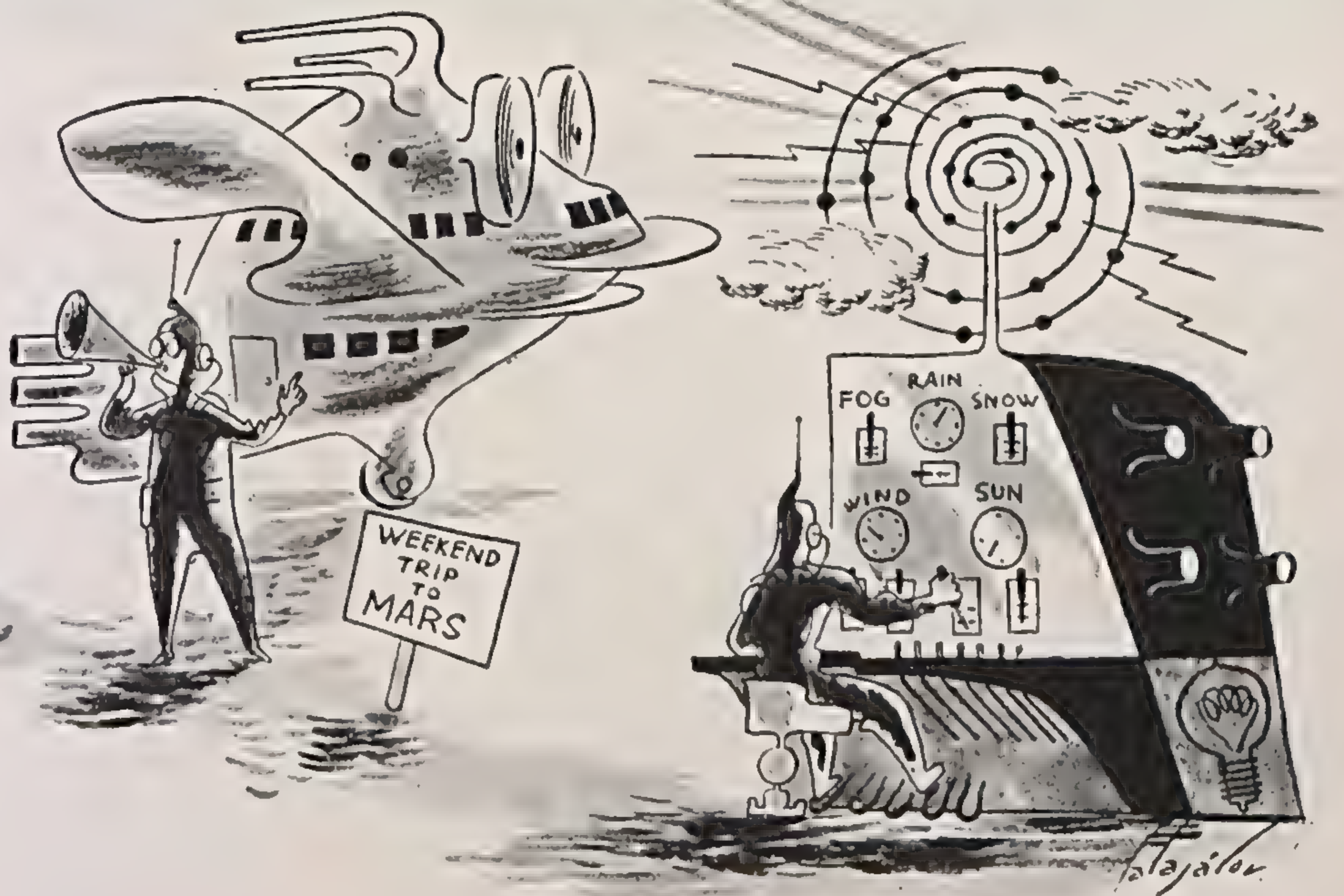
But not in the decentralized city. There the city will be low and rounded in effect, the shops clustered together, and the terminal, with trains and boats and plane bases, huddling by the docks. It will be neat. It will be green. It will be orderly. Every worker will have a car and parking-space beneath his office building. He will not, however, live in the city. His house will be, thankfully, out in the unorganized country, with the trees every which size and the flowers obstinately refusing regimentation. (A little further in the future all those cars and that parking-space will be obsolete. We'll be flying everywhere, the world-saturation of motor-cars will be reached by 3000 A.D., and the automobile will take the place in the toy-shops of the scooter, and five-year-olds will be racing around the great playgrounds in their Christmas motor-cars.)

Out in the country, the houses will no longer be those fifteen-hundred-dollar miniatures of the Baths of Caracalla, those semi-detached Norman châteaux. Fitted to the owner's requirements, they will be made by a "shelter tailor." Everybody in the family may have his own little box of a house, with common rooms in a larger box for eating and entertaining, a scheme that is actually an elaboration of the children's summer camp into a winter home. There may be something like the Techneden House, with a double shell of glass, and a mechanism to control the weather. (Practically everybody will control the weather.) There may be some form of the Dymaxion House, which hangs from a mast, is six-sided, mass-produced for mass-consumption. The whole business will be just like living in the middle of Popular Mechanics.

These houses, of course, will need no servants. Butlers and cooks will be sociological memories, like mediæval armour-polishers and tiring-women. The kitchens naturally will look either like laboratories or machine-shops, and, in either case, there will no longer be in the air the cinnamon smell of apples cooking slowly on the range, of chocolate-cake, rich and warm, cooling on the table. Cooking will be done with buttons, on silent machinery, and all smell will long ago have been eliminated.

Our food, of course, will be different, but almost nobody, outside of gag-writers for movies, even considers food pills. We can state almost definitely that there will be no pills. Agriculture, however, will be gone, to be found only in historical romances, in simplified sagas of the old days. Pig-keeping will be a charming old-world fancy, and pork will come from the meat laboratory. Since active nitrogen-fixing bacteria, acting as a super-efficient manure, will give us twenty ears of corn for every one now, and since we won't grow that corn in great wasteful acres, full of dirty dirt, but in factories, the farmer and his troubles will be gone. (This method, unfortunately, has a corollary, apparently, for the best minds seem to feel that this will cause the bankruptcy of Denmark, Argentina, and Canada, with a little distress in the United States.)

But no matter what the distress is, on one point practically every one is agreed. The way of a man with a maid remains. We do not have to throw out the old poetry. Sex stays. But there will be one vast differentiation; reproduction will be separated from marriage. Somewhere along about 2050 A.D. the first ectogenetic child, fertilized and grown in a glass tube in a laboratory, and then born outside the mother's body, will be just entering school. No woman will involve herself just with children and housework. The women will be busy in the (Continued on page 164)





# THE THEATRE LOOKS AT AMERICA



**1647**—Peter Stuyvesant and Walter Huston melt magnificently into the dictator of “Knickerbocker Holiday,” that literately gay musical comedy, made notable by the songs of Kurt Weill, by the acting of Huston, and by Maxwell Anderson, who proved that Americans have a delightful, but absolutely definite inability to take orders



**1861**—Abraham Lincoln and Raymond Massey mould together in “Abe Lincoln in Illinois,” that heartening drama by Robert Sherwood, which shows how stirring to Lincoln were the conflicts on national liberties, on labour problems, on the rights of individuals, how strong the string is that binds the consuming beliefs of this country





**1908**—Two immigrants from Germany, played with care by Florence Eldridge and Fredric March, turn, by the magic of America, into Americans, sweet, solid, and middle-class, in "The American Way." This is the new enormous processional of history, parading from 1896 to 1939, written by George S. Kaufman and Moss Hart



**1939**—Katharine Cornell, smiling again, will roam through "No Time for Comedy," S. N. Behrman's play, to be here late this month. Its gentle philosophy is that America has security, and that the stunt of life is to learn what is important in life, telling through the private life of an actress the story of America now

**H**appily and wisely, with enormous pleasure, American playwrights have rediscovered America. Masked behind the screen of history, they are telling exactly what they think about freedom, about our political history, about the substratum philosophies of this country. In revues and cavalcades, in comedies and sagas, they are taking loving, gentle, and maternal pokes at the U.S.A. Behind the gaiety of Stuyvesant, behind the deliberation of Lincoln, behind the quaver of Victor Moore singing "I Want to Go Home to Topeka," behind "American Landscape," "Everywhere I Roam," "Sing Out the News," "No Time for Comedy," and "The American Way," there lies a passionate intensity to tell, proudly, about America.







# BATHING BEAUTY

An American Institution

WHEN that Time Capsule buried in the World's Fair Grounds is opened in 6938 to reveal to posterity the picture of twentieth-century beauty, there will, of necessity, be one thing lacking. That will be a bath-tub, stream-lined, gleaming like a pearl, filled to the brim with scented foam. And it is too bad the tub can't be there, for no picture of our lives and times is complete without a view of the Great American Bath, a tradition as fondly and firmly rooted in this country as the fact that all its citizens are born free and equal.

One of the essential elements of all American beauty is that clean look. No matter how much make-up American women use on their faces; how much perfume they spray about their bodies, there is that clean, fresh quality above and below it all. And this begins in the bathroom, where the means of acquiring it can extend from a cake of soap and a brush to an array of luxury that makes Cleopatra's saga a dull-sounding affair.

On the facing page, you see a photograph of one of the most beautiful of American bathrooms and in it a lady in the typical gesture of scattering sweet-smelling stuff in her bath. Here, in one room, is an ultimate expression of the miles of shining porcelain, the gleaming mirrors, the glistening fixtures that create the hygienic marvels that are the bathrooms of this country. Here, in one gesture, is a symbol of what the bath has become, a ritual in American life.

For American women not only bathe in their tubs. They consider them a retreat; a place in which to lay the foundation for beauty; to relax; to luxuriate; to get themselves together for the next plunge into activity. They lie in these tubs with their heads on little rubber pillows and sink into temporary oblivion; they create dressing-tables with racks and beautify their faces; they plug in telephones; they read; they smoke.

They do actually bathe, too, to be sure, and, when they do, they get themselves shining, spick-span clean. A doctor once remarked that America is the only nation that scrubs right down to the cuticle. This is true not only because we are born and bred in the tradition of cleanliness, but because we live in an industrial country and have to combat the sort of dirt that has to be scrubbed away. But, out of the scrubbing, has come the glorified Order of the Bath.

What are the elements that go into this ritual? What figures in the picture of bathing beauty other than the bath-tub, the soap, the water, and the person who wants to take the bath?

To begin with, there is the temperature of the water that goes into the tub. Warm water, body temperature, is restful and soothing. A hot bath is a definite pick-up, but no one should stay in very hot water too long, for this proves enervating. A cold shower stimulates the circulation, but it is too strong stuff for people with weak resistance.

Next, there is the infinite number of preparations to make the tub a pleasant and beneficial place to be in. Half the fun of using any or all of these is because you especially love the (Continued on page 125)

Any account of modern American life must place one scene in the great American bathroom. For there, against a background of clinical efficiency, surrounded by an aura of luxury, the tradition of bathing beauty is fostered.

The photograph on the facing page shows you one of the most beautiful bathrooms in America to-day, gleaming with mirrors that give back infinite reflections of the soft blue of curtains and rug, the etched crystal of panels and valances

PHOTOGRAPH ON THE OPPOSITE PAGE BY NYHOLM





RED, WHITE, AND BLUE PLAID JACKET; BLUE WOOL DRESS. BERGDORF GOODMAN



A BAUM-MARTEN DOLMAN; A WINGED TURBAN OF ROSE WOOL. JAY-THORPE

**VOGUE STARS** on the screen. Recognizing the news value of fashion authority, Pathé came to Vogue as the source. Result: A series of Vogue movies, reproducing pages in Vogue; each movie shown in more than five thousand theatres, before estimated audiences of twelve million people. Vogue and Pathé schedule a movie a month for this year. The pictures on these pages show a Vogue movie in the process of being screened. We take you behind the scenes to see models adjusting veils, snatching lunch, getting into position; to see cameramen setting the scene; to see, as you will in your theatre, a preview of new spring fashions.

PINK STRAW HAT, PINK VEIL, PINK FEATHERS. JOHN-FREDERICS



ALIX TRICOLOUR DRESS OF SHIRRED LACE; SAKS-FIFTH AVENUE, NEW YORK; CHICAGO



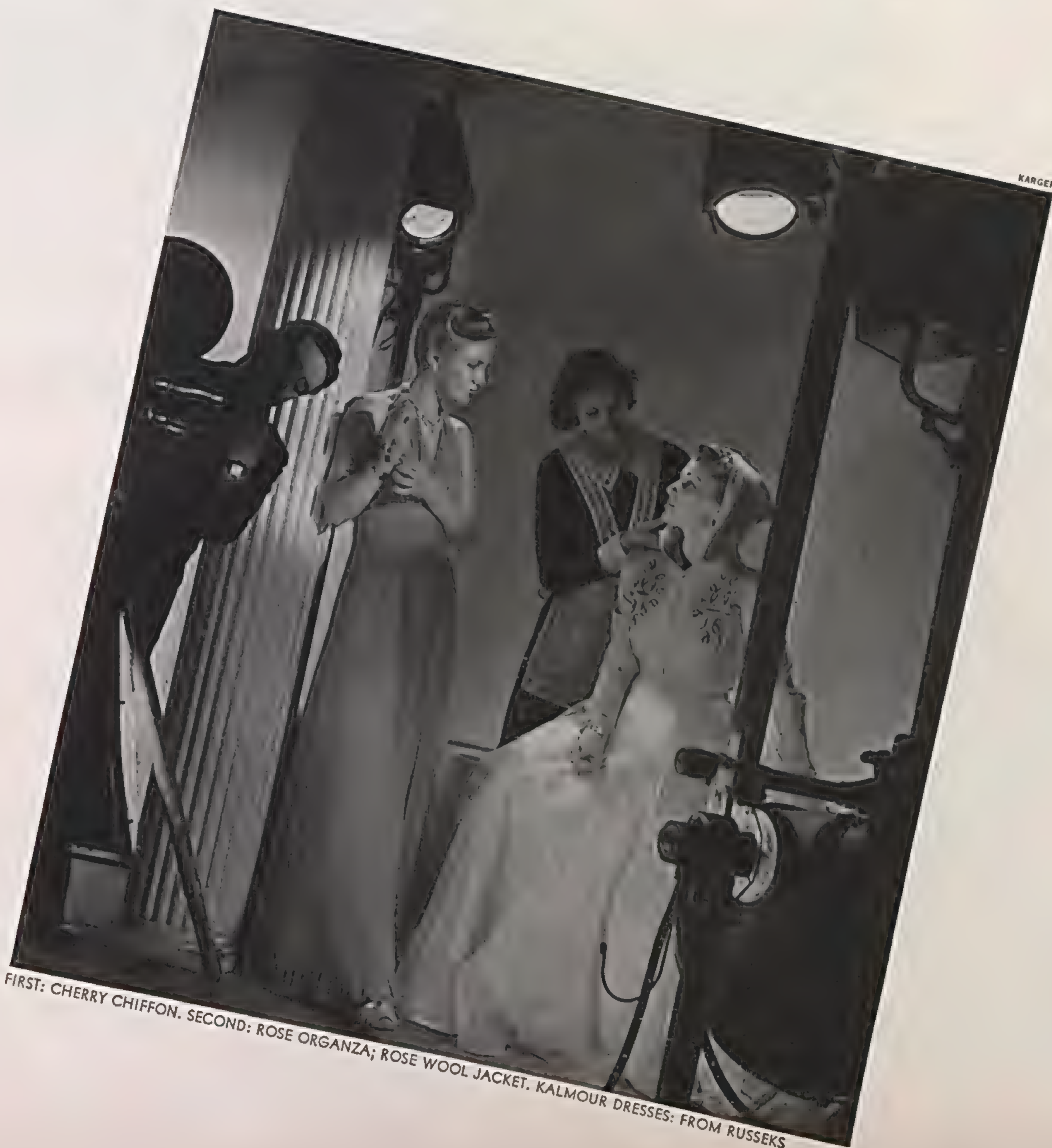




BLACK TULLE AND NET; PINK CIRCLES. SAKS-FIFTH AVENUE, NEW YORK; CHICAGO



JACKET OF STONE-MARTEN DYED SKUNK. RUSSEKS



FIRST: CHERRY CHIFFON. SECOND: ROSE ORGANZA; ROSE WOOL JACKET. KALMOUR DRESSES: FROM RUSSEKS



Robert Benchley takes off into



Here we find that hitherto-mythical character, the Vanishing American. "I forbid you to take my picture," he said, posing stolidly. "I am vanishing." But the lens was much too quick for him, and it cost us only eighteen dollars for the blanket





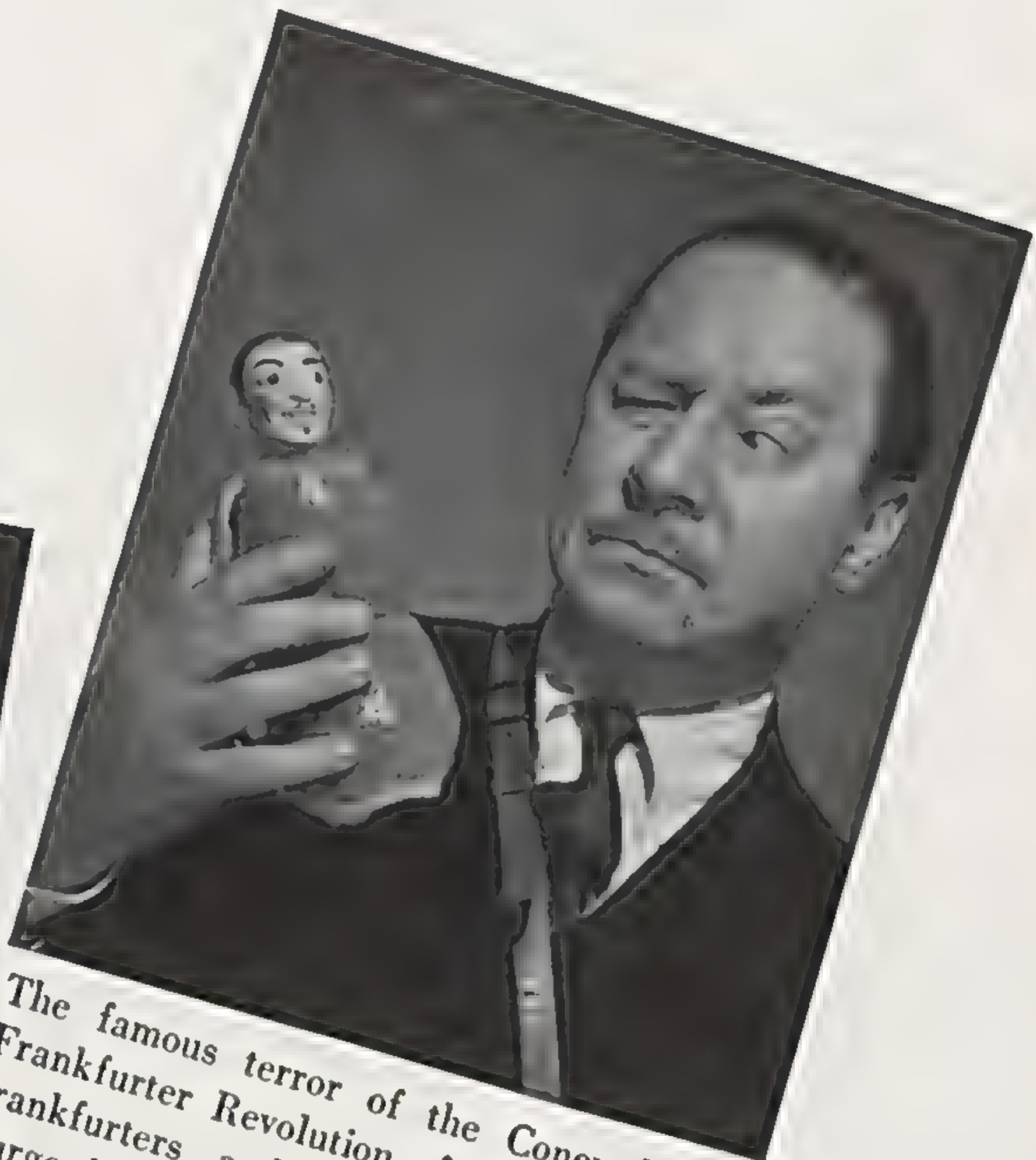
# the World of To-morrow



Over Chicago, the Bounding Broomstick encounters such heavy airplane traffic that we are forced to pull over to the curb and snarl. The air-lanes have become so congested in the last five hundred years, it is necessary to build tunnels for the birds



The women have taken over the reins of government, leaving the situation practically where it was in 1939, except that the women are now actually elected to office. The slogan of the lady Republican running for President is: "Two men in every pot"



The famous terror of the Coney Island Frankfurter Revolution of 1989 freed the frankfurters and introduced the "man-burger," a small man in a sliced roll, with or without mustard. It seems to be the most logical use to which Man has been put so far



With the taking over of the movies by the Surrealist element, we find changes in what used to be known as the "kiss fade-out." Hygienically an improvement, the manœuvre leaves something to be desired, and there is talk of going back to the Old Way

By Robert Benchley

**G**REETINGS, such as they are, from the Bounding Broomstick! We are now flying high over the year 2500 A.D., which is a long way off, no matter how you look at it. As we swoop down on what is left of America, we hold our breaths in anticipation of the startling changes we are about to see and also in anticipation of that one-point landing on the Bounding Broomstick. In fact, we may not land at all, but just soar around, laughing and throwing out propaganda leaflets over the terrain beneath.

America in 2500 looks just about the same as America in 1939, except for the lack of Americans. The hills are the same, the rocks and rills are the same, and there, nestling in its banks, is the Mississippi. Or is that the Mississippi? We always get the Mississippi mixed up with the Missouri and the Ohio the minute we get a few feet off the ground. But, on closer inspection, we see that there have undoubtedly been changes, and here are some of them.







# CLOTHES AMERICA LIVES IN

Suits and prints and play-clothes—these are the clothes America has made famous. These are the clothes born out of our own background, that we love, that we live in, that we do better than any one else in the world. These are the clothes which have given us our “mass” reputation for being a race of extraordinarily well-dressed women. Because they are clothes that satisfy our lives and our figures—and that ready-to-put-on-now insistence of ours—they have become a sort of American uniform. On these six pages, Vogue gives you the Spring, 1939, editions of these unquenchable fashions—fashions of a type that will conceivably go on until the end of time. Like as not, the fabulous creatures of To-morrow will take off for Mars in a neat little suit, stroll the parapeted ramps in prints, and play comet golf in clothes not unlike the ones that we show on these and the next four pages.



TONI FRISSELL

## AMERICAN SUITS

- Against Pierre Bourdelle's World's Fair mural...the “little suits” America loves. Left: tobacco wool dress, checked jacket. About \$50. Felt Breton. Peck and Peck. Right: checked blue Stroock tweed suit. About \$50. Franklin Simon
- On this page, left: sheer navy-blue wool. About \$35. Best; L. S. Ayres. Right: navy-blue du Pont Rayon, with white piqué. About \$30. Bloomingdale





**AMERICAN PRINT COLLECTION** It is almost hereditary—passing from mother to daughter—the American passion for collecting prints. They fit the informal, casual life we like to lead, they won't muss or fuss about going anywhere. America makes them best. This year's print collections go geometric, duo-toned, neat. Opposite: Ether waves of red and green on the jacket-dress; witty girdle of red and green fish-net. (Ameritex Spun Rayon.) About \$40; Jane Engel. Coiffure: Emile of Fifty-Sixth Street.

On this page: **1.** Purple and black—a new two-colour silk. The long-sleeved jacket is bound with purple suède (about \$70); there are purple flowers on the black sailor. Saks-Fifth Avenue, New York; Chicago. **2.** Early print: navy-blue and white silk, a double-breasted jacket like your suit (about \$50). Jeanne Tête's white straw bumper flows over in navy-blue. Bonwit Teller. **3.** Print-plus-jacket dress, again with long sleeves, again a neat geometric. Black-and-white sheer rayon crêpe. Carolyn dress, about \$30; from Arnold Constable. Florence Reichman's red straw Breton. **4.** Little pink flowers on black. Pleated skirt, a black velvet collar (about \$35). Pink-and-black hat. Best; Marshall Field



HORST









The Breton—a beloved perennial, because its soft sweep of brim accentuates the best planes of your face. This one is marigold felt, slashed sharply with navy-blue ribbons. Under \$9. Knox



The put-together suit America adores...Citron Hockanum wool cardigan. Under \$11. And skirt, under \$9. Macy's



A touch-of-white-at-the-throat. Black rayon crêpe with a flared skirt. About \$35. Polly's. Sally Victor's green toyo with white fish-net. About \$20



American ensemble—the long, fitted wool coat over a printed silk dress. Under \$65. And a snooded straw bumper hat, from Macy's. Two-piece classic in grey wool, with a stitched-on yellow overblouse. Under \$50. And a tiny veiled felt pill-box. Macy's

American swagger—a sort of town-and-country must, that takes up or down hair right in its stride. This one is fine soft felt with a postilion crown, in mustard. Speared in the back with a long quill. Under \$8. A Stetson from Altman

More Americana—in a natural linen dress embroidered all over with bright red flowers. The belt is yarn, and the dress closes with a Talon up the front. Under \$28 and you'll find it at Martha West







The classic spring favourite of navy-blue Juilliard twill; a red-and-white Moygashel linen blouse. Under \$30. Franklin Simon

Peppermint stripes of rose and blue on lighter blue. A soft Lampl knit windbreaker that you'll wear with slacks and suits, or the tucked rose skirt we show. Under \$17. Macy's

American essential, the tweed suit. Homespun-beige, with this season's longer jacket. Under \$30. John Wanamaker; City of Paris; San Francisco

# American players

The cardigan dress of soft jersey, bound in grosgrain like your sweater. In subtle lichen-green, made with a specially cut free-action sleeve. Under \$23. Lord and Taylor

McMullen shirt-waist tennis dress in white Viyella flannel. Under \$20. It's from Saks-Fifth Avenue

The pork-pie version of America's beloved swagger hat, tilting suavely over your eye and any coiffure you choose. In soft beige, sharply banded with brown silk cord. About \$10. Hat at Dobbs









FREE theatre, buoyant, fresh, and witty, these are the shop-windows of Fifth Avenue. With a change of bill, like a newsreel, they dramatize the amusement head-lines of the week—the new art shows, the World's Fair, Surrealism, ballets, operas, and bouncing musical comedies. They sometimes even leave out the clothes and concentrate on pure atmosphere.

Acting like sign-boards, running in a strip straight down the Avenue, the windows have both culture and fun, ranging from Billy Rose to The Museum of Modern Art. Visitors from Paris and London and Tokio come to learn the secrets of the windows, to buy and absorb for their own shops. Some windows, now famous in the lore of shopkeeping, have stopped the show of this Living Theatre, playing to thousands of free patrons, who huddle in front of each spot-lighted window to watch the flight of imagination.

Designed by young architects, by stage-designers, by photographers and painters, the windows have intelligence, mixed with extravagance, all to point and to sell, with sentiment and wit, shoes and gloves and corsets, dresses, hats and furs. On these and the next two pages are examples that you may see right now.

- Right: Saks-Fifth Avenue here have taken Pan-American Tan for their theme. On a globe alive with flowers, the Pan-American countries are outlined in tan leather, to tell about shoes in Pan-American Tan

- Opposite: Lord and Taylor set their scene with box-steps and indirect lighting on dancing silhouettes that reach out to a dream of a dress—of blue-and-white crêpe, printed, shirred, as graceful as a pirouette



NYHOLM

SAKS-FIFTH AVENUE

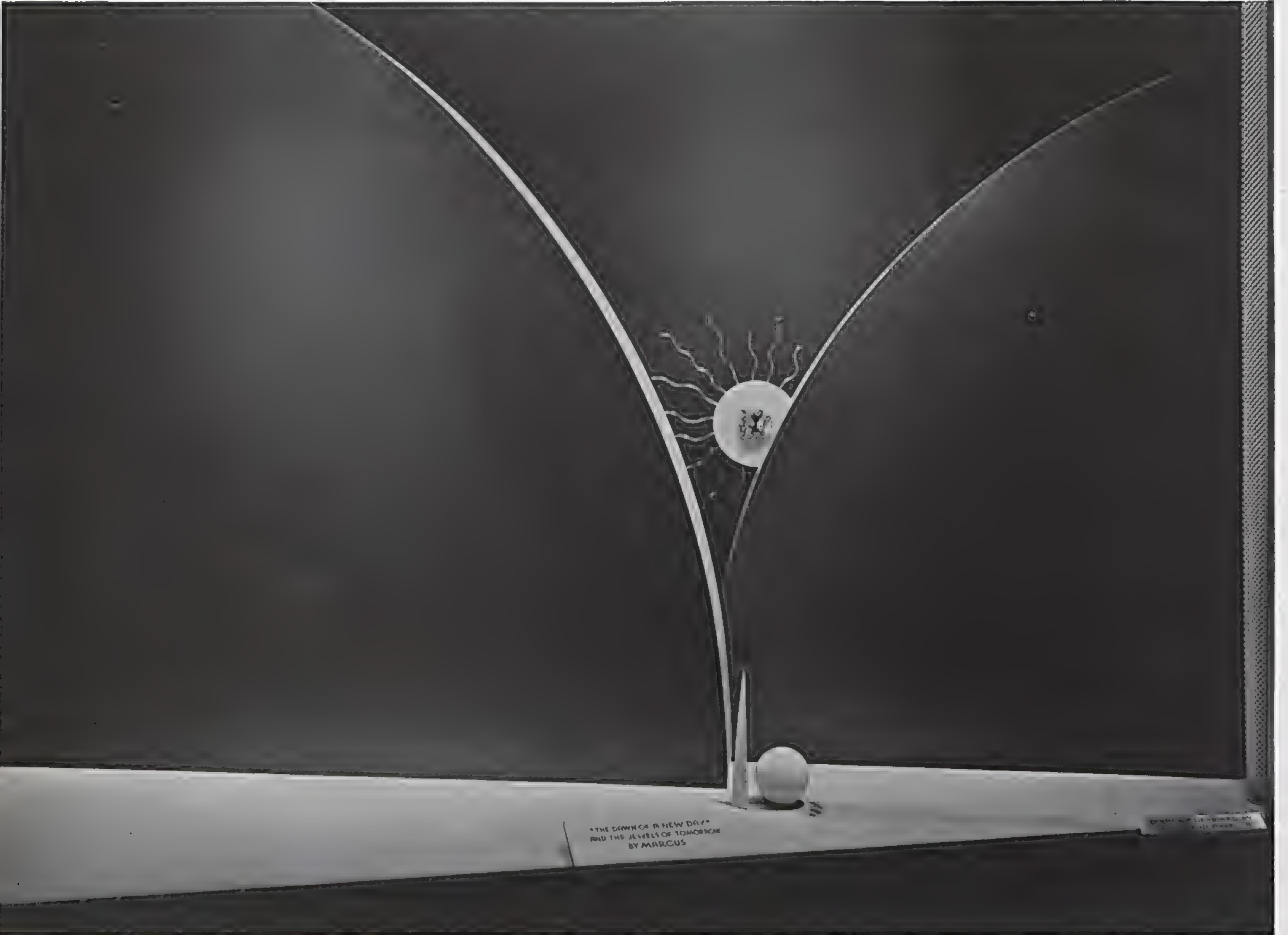
*Show-window-ship*



• Below: Marcus, who was first (eleven years ago) with windows like miniature theatres, and first with invisible glass, presents a magnificently simple window. A recognition of and tribute to the New York World's Fair, it draws passers-by with its daring and effectiveness. This completely modern window shows a one-hundred and five carat diamond rising like a miniature sun, and shedding its rays on a tiny Trylon and Perisphere.

MARCUS

WORSINGER



## AMERICA ON DISPLAY

• Opposite: Bonwit Teller, who created the first Surrealist windows—and, more recently, the much-spoken-of ballet windows and Trompe-l'Œil series—, designed a special group of windows for Vogue's Americana issue. The idea stemmed from New England, a New England of the last century. The background of each window represents an attic, complete with spiderwebs and old trunks. The mannequins are life-sized replicas of the old-fashioned, stuffed dolls with china heads, painted-on black hair, staring round eyes, and rosebud mouths. In the photograph on the opposite page, the china dolls wear modern versions of sentimental evening dresses in faded-pink, trimmed with bands of black lace. Designed by Nettie Rosenstein. All as old-fashioned and nostalgic as a whiff of potpourri.







# American Mania

*THE American woman buys and wears more shoes than any one else in the world. She is famous for her trim, shapely feet and ankles, and her swift, firm step. Her natural urge is to have as many shoes as dresses. Sometimes, she can, sometimes she can't. And, for both categories, Vogue selects shoe wardrobes. For the lady who can splurge, and for the one who can't.*



**A SIX-SHOE WARDROBE** Then here's your complete pedal line-up of dramatic new spring shoes.

1. And first in news, too, is stripped patent leather for evening, with your cottons. From J. and J. Slater.
2. A country Oxford of bright brown llama calf, with a rocking sole. Arnold Authentic Shoe. Best.
3. Wine kid afternoon opera pump, a high heel and a little bow on the vamp. From Frank Brothers.
4. Adaptable for in-or-out dining. Low-heeled black suède sandal with copper-gold. Jay-Thorpe.
5. For your town or country suits, black suède, circumnavigated with bands of black calf. I. Miller.
6. A black crêpe dinner-shoe banded with the glittering brilliance of patent leather. Bonwit Teller.

**FIVENEWSHOESFORSPRING** You can still splurge!

1. An easy, comfortable La Valle suit shoe of light brown crushed kid with a walled toe. Saks-Fifth Avenue.
2. Dye this white satin, copper-gold and silver trimmed, evening shoe to match your favourite dress. Jay-Thorpe.
3. For your casual or severe clothes, golden-tan alligator, square toe, grooved heel. Saks-Fifth Avenue.
4. Quiet, fastidious lines in a black suède opera pump with a new mesh toe and an open heel. From I. Miller.
5. Black alligator-lizard with a walled toe and the new "Dutch-boy" heel, for knocking about town. A. Geller.





#### FOUR STEPS TO A WELL-SHOD SPRING

**1.** For hacking about the country or for active sports, a sturdy, rubber-soled Matrix shoe of brown calf with a reverse calf vamp. From Stern Brothers.

**2.** The dim glitter of fine black kid, stream-lined

for an afternoon opera pump. Formally fluted and a nice foil for afternoon clothes. Frank Brothers.

**3.** A low-heeled evening sandal with slender, high-arched lines, black "Cellophane" cloth fired with gold kid. It can take hoop-skirts or the new slim sheaths right in its pretty stride. A Bally shoe from Altman.

**4.** News in shoes—the first low heel to be "hooded." A dramatic sandal for your suits or dresses. Calf and suède in the important new Pan-American tan, a fresh, compatible colour. Saks-Fifth Avenue



#### A THREE-WAY SHOE PARLEY And now caution!

**1.** An active sport shoe is just as imperative as car-fare. This one has a rocking sole, and is unbelievably light, albeit sturdy brown llama leather. Arnold Authentic Shoe from Best.

**2.** The smooth, creamy flexibility of kid, for an afternoon shoe that will carry you handsomely to cocktails or don't-dress dinners. You'll find it at Bergdorf Goodman, a Delman shoe.

**3.** For every day and all day long, a handsome town shoe of "Relax-calf" with great longevity. The medium-heeled, monk type shoe that always grooms your foot so admirably. A Bally shoe from Altman

**TWO STEPS IN SPRINGTIME** Then you have to be downright careful. Your two shoes must be able to go more places than any other two shoes in the world. Here are two very adaptable models.

**1.** And of primary importance—your casual town shoe, that will take an infinite variety of clothes and colours. Medium heel, neutral brown leather, to wear with black, brown, navy-blue, and bright wools. I. Miller.

**2.** A from-five-o'clock-on slipper, deftly fitted, of jet-black suède with "Lastex," airy and light-weight. It will answer the purpose for afternoon and dinner-dresses. A Newton Elkin shoe from Lord and Taylor







TONI FRISSELL

MISS ANTOINETTE PINCHOT, the daughter of Mr. and Mrs. Amos Pinchot, wears her first serious party dress. Yards of white grosgrain, spreading over a hoop-skirt, the heart-shaped décolletage edged with braided grosgrain. At her throat—entirely her own idea—she ties a pale blue velvet ribbon. This is the dream dress for the younger Holiday Dances—when a “stag-line” suddenly materializes out of the blue-suited boys she polka-ed with at dancing-school. This is the tremulous time when beauty first begins to reveal itself; when “Good-Night Ladies” isn’t played until twelve; when patronesses, watching from balconies, predict To-Morrow’s Belles. (Dress from Best)



# Game of Tag

PAGE No.	113	COST
MANUSCRIPT		25.00
PHOTOS		
DRAWINGS		
MODELS & PROPS		
DUTY		
ENGRAVING		6.71
AS PLAYED BY AMERICAN FABRICS		
TOTAL		31.71

No more guessing about fabrics. No more thumb-and-finger speculation on the ancestry of the material that makes (or is to make) your backlog coat; your dream-dress. These days, there are labels that tell all—laws of the land see to that. Labels that explain what exactly is in a fabric; what rigours of the sun, tub, or creasing it will endure. Read, and make no mistake:

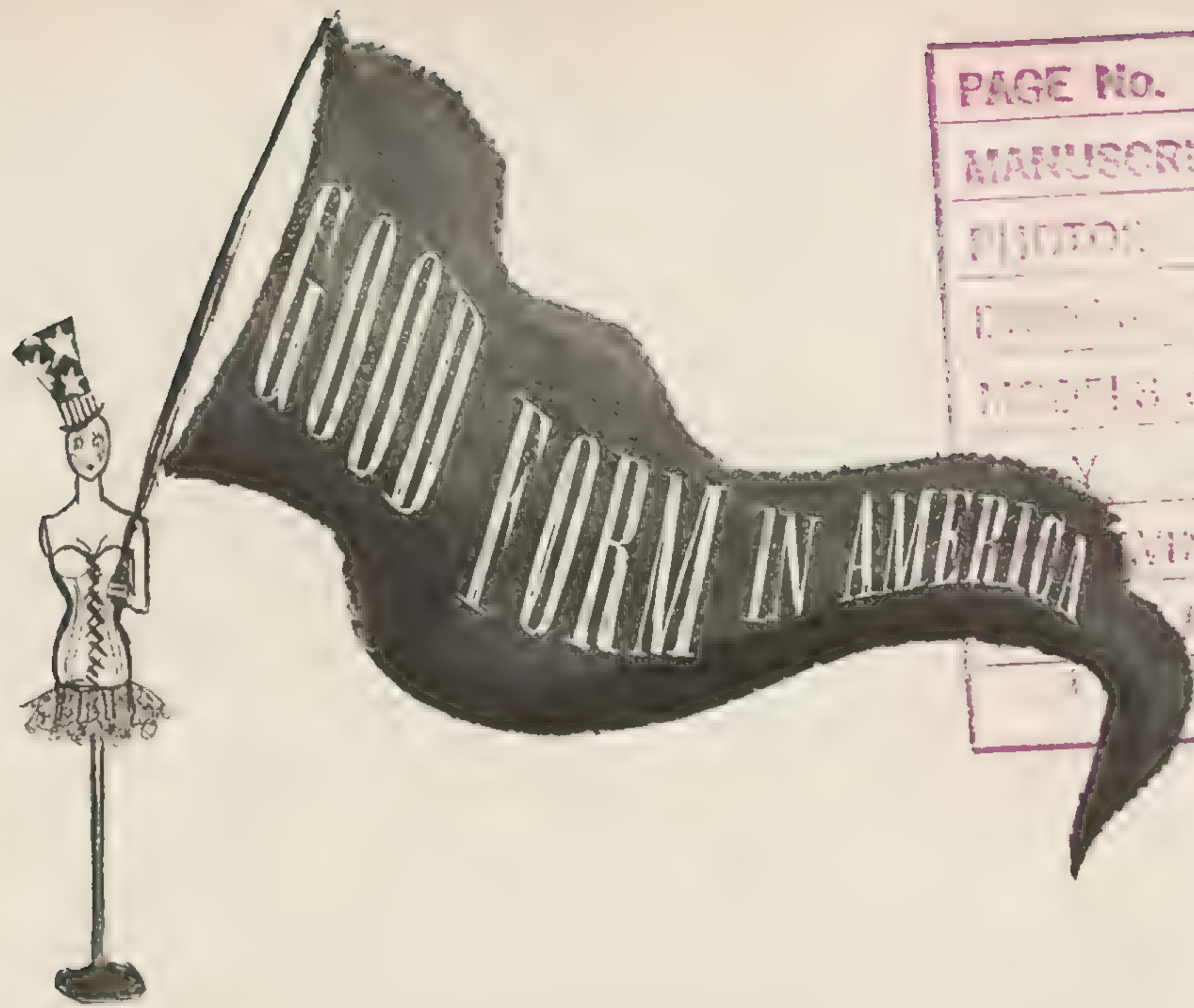
**ABOUT SILKS:** Silk is the natural fibre spun by the silkworm in his cocoon. And that's the law. Nothing else except this product may legally be called silk. Pure silk has many virtues inherent in its fibre, and, if you want those virtues (easy cleaning and washing, elasticity and wear), you can be sure of them by asking for the pure silk label. The law of the land protects that label, and makes it mean what it says. If the fabric is a silk mixture, it must be mentioned, and its recipe given. If the silk is weighted (made heavier by metallic salts) that must be mentioned, too. And a fabric labelled pure dye silk must actually and legally mean pure silk. You have only to ask!

**ABOUT WOOLLENS:** The most desirable kind of woollen fabric is made of top-quality Virgin Wool. This means pure wool never used before (except by the sheep). And fabric of 100% Virgin Wool is something for a manufacturer to boast about. Because only about forty per cent. of so-called woollen fabrics on the market are actually just that. Many of them are made of reclaimed wool, which is wool yarn reworked from old fabrics. There is less Virgin Wool used in all the so-called "Woollen Fabrics" than there is reclaimed wool, cotton, and rayon all put together. That's the ambiguous side of the picture, and one which a future law, now in the making, will, we hope, clarify. But, in the meantime, there are woollen manufacturers who have, on their own initiative, kept their fabrics on the Virgin Wool standard and labelled honestly any addition of cotton, silk, or rayon. Not all reclaimed wool fabrics are undesirable by any means; the object of the proposed law is not to prevent their manufacture, but to make the purchaser know what she is buying. Reclaimed wool fabrics have been thoroughly cleansed; many are carefully woven, expertly dyed. But because the fibres have been chopped and re-spun, the chances are against the long wear, the beauty of finish and texture that the original fibres of "Virgin Wool" give.

PAGE No.		COST
MANUSCRIPT		
PHOTOS		
DRAWINGS		
MODELS & PROPS		
DUTY		
ENGRAVING		
MISCELLANEOUS		
TOTAL		

**ABOUT RAYONS:** You, in your soon-to-be (we hope) remedied inaccuracy, may sometimes confuse rayon fabrics with silk or wool or linen. Rayon fibre likes to stand on its own two chemical feet, and doesn't want to be considered as an imitation. Rayon yarn is man-made, from the action of chemicals on cellulose—another name for plant-pulp. Rayon yarn is dull or shiny, thick or thin, long or short, as the fabric demands. It is the most versatile of all the yarns, and, now that its growing pains are over, it doesn't care to masquerade. All of the well-known producers of rayon yarns make good yarns. But what the weavers do with it is just what weavers do with any other fibre. They make it up into a fabric good or bad, according to their conscience. And they will use it alone, or in combination with other fibres—silk, wool, linen, cotton—according (Continued on page 165)





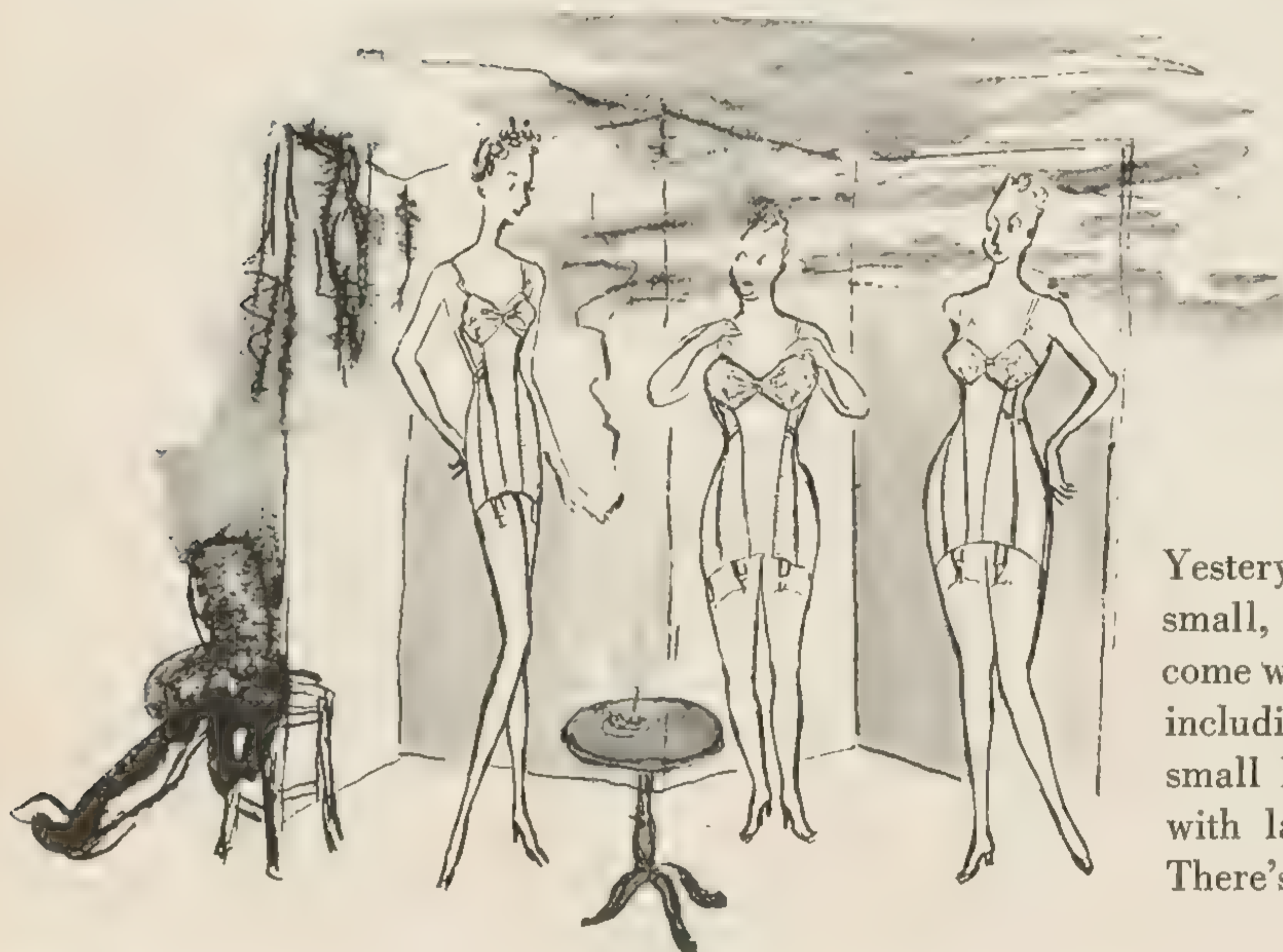
PAGE No.	114	COST
MANUSCRIPT		
PHOTO		
EDITING		60.00
MODEL'S & PLATES		3.75
DESIGNING		64.02
MANEQUINS		
TOTAL		127.77

IT IS not just an accident of Nature and heredity that American women, as a group, have the most admirable figures in the world. Giving their due to our long-legged frameworks, our athletic lives, and our conscientious efforts towards sleekness, much credit still belongs to those little persuaders, corsets. (That includes *all* controlling foundations: girdles, all-in-ones, brassières.) Thanks to American manufacturers, who arranged it so that these foundations can be bought for a Trifle as well as for a Tidy Sum, the apparent perfection of American figures reaches a lofty plane.

Vanity—why should we be shy about it?—plays a part. It's one of our most lovable characteristics that we always want to look our best, whether pelting down a bridle path, addressing a committee, or dancing a fluid tango. Hence, American women have corset *wardrobes*—averaging from two and one-half to six corsets apiece. (The my-little-corset era is obsolete.) They suit the foundation to the occasion. For sports, boneless little pantie-girdles. With day dresses, slightly more substantial girdles, or smoothing-out all-in-ones. In the evening, foundations cut to tally perfectly with the lines of the dress—be it slim as a stalk, hour-glass, or completely without straps.

A corset wardrobe these days is easy to take care of. The items in it—almost as many as in a lingerie wardrobe—are as washable as lingerie, and bounce back fresh as ever from the hands of the average laundress. Garters are detachable, and even strong-minded little bones slip out of their casings at tub-time. Colours change not a whit.

We can heap some of our gratitude for the aforementioned washability on those who tinker with the technicalities of corset-making. A special blessing to the creators of elastic fabrics—fabrics that make feathery foundations as firm as the old bird-cage corset; fabrics which renew their youth with each washing. An accolade to the makers of zippers that refuse to rust or go off their trolleys, and of tub-proof shoulder-strap adjusters. Laurel for designers who make corsets pretty without encumbering them with perishable folderol. Prettiness and practicality meet in the same foundation now.



Even the most iron-willed corsets can be pleasant to look upon. Seaming and the pull of a rigid fabric against an elastic one have done their part in making possible control with comfort, flexibility, and good looks. While bones are still used, especially in front panels, in general they are confined to little insertions at the top of a girdle to keep it from rolling. Some corsets have "fabric boning." And this—in view of the fact that out of 37,000,000 potential corset wearers, 22,000,000 have some defect to conceal—comes under the head of emancipation.

Proportioned corsets are a great coup for American designers. Yesteryear, corsets were made just in sizes. A corset was big all over, or small, or medium. If a woman's hips were big, she took a big corset, come what may. Nowadays, corsets are made in a range of proportions, including height and bust size. Problem figures—large bust, small hips, small bust, large hips; tall figures with small waists, small figures with large waists—can all be fitted with corsets ready to put on. There's a new girdle and brassière adjustable to four sizes.



PAGE No.	115	COST
IMPORT		
EXPORT	60.00	
MODS & PROTS	3.75	
DUTY		
ENCRA	61.24	
MISCL		
TOTAL	124.99	



The sketch above does not depict the chorus of a musical comedy en route to triumphs abroad. En route to triumphs abroad are American corsets, now being exported in huge quantities to over thirty countries, including South Africa. Our expensive corsets get better and better; our middle- and low-priced foundations are unbeaten. Though all the most wonderful corsets used to come from France, we now make such wonderful ones ourselves that we in turn export to France. One company reports \$1,254,000 in exports for the first eight months of 1938; imports of only \$112,000. One shop now imports three per cent. of its corsets—ten years ago, twenty-five per cent.



One reason why corsets have become a \$65,000,000 a year business is that they neglect no field. Very young ladies (circa ten years or so) are not left to grow inferiority complexes from fat tummies or too-padded little fannies—they are inserted into wispy pantie-girdles or breath-of-air girdles. Doctors encourage this because it holds youngsters in shape and improves posture without hampering development; mothers like it because it makes children's clothes look better. Many large department stores have special junior departments—one New York shop lists a customer aged five years. (Its oldest customer in the junior division is a wiry lady of eighty-eight.) It is rumoured that the average age of child customers grows less and less, with an average age of twelve years. To take care of them, this particular emporium finds pantie-girdles in greatest demand—one of these can cost from a modest fifty-nine cents to \$25.50.

Most department stores dote on their corset departments—not because the average corset department accounts for about one and one-half per cent. of the store's total sales, but because it makes about six per cent. of the store's total net profit. (Even during depressions and recessions, the corset business holds up—because there are always women with unfortunate figures, always women who can't say no to mayonnaise and triple-layer cake with marshmallow frosting.) There is a wide swing in the pendulum of corset prices—one particular specialty shop, famous for its French imports which may sell up to \$195, also sells hundreds of "little girdles" for \$5.

Just as America can take credit for grand-scale sales and production of corsets, so can we take credit for certain developments in making and designing. For instance, the whole race of light-weight little sports foundations. Being vain of the way we look while swinging a mashie or a tennis-racket, we created the demand for easy girdles and pantie-girdles like second skin. These are perfectly comfortable, control a wavy silhouette, and don't interfere with action. Many are inexpensive, and are snatched up with great eagerness—and in great quantities, too—by visiting foreigners.

No new development in outer fashions goes unnoticed by corset-makers. Let the silhouette become tubular, Empire, or Gay 'Nineties—so do corsets. A high-waisted flurry sends the waist-lines of girdles up an inch or two. The strapless evening dress, which we announced in April 1, 1938, Vogue, was promptly countered with a boned brassière (which we also reported April 1). Now that the ultimate femininity of high, rounded busts, carved waist-lines, and rounded hips has returned, corsets follow suit. This year, as every year, the corset-makers help the U. S. balance its figures.







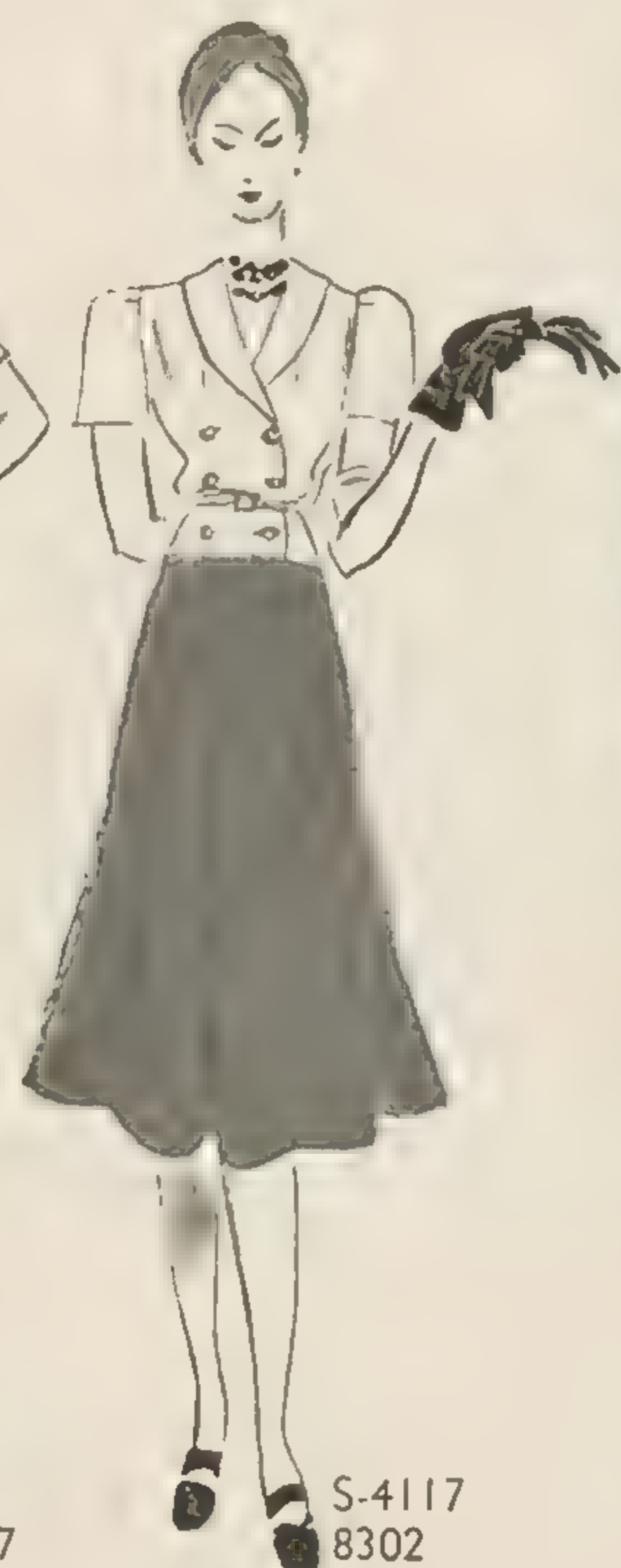
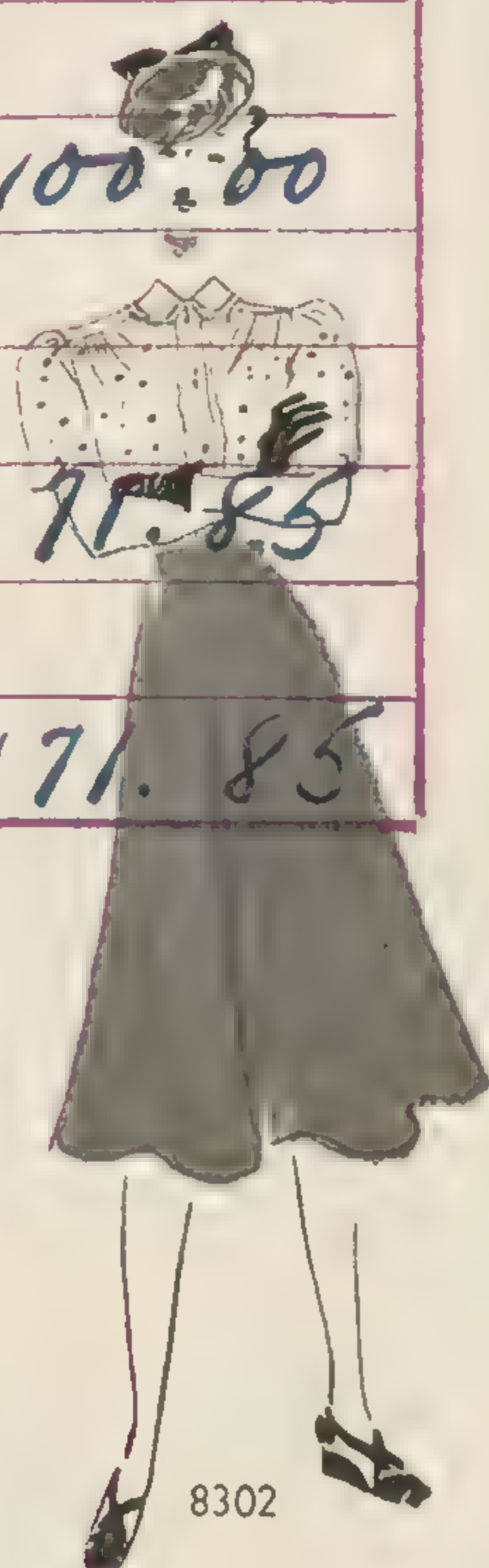
## AN ALL-AMERICAN MIX-UP OR, TWO AND TWO WILL MAKE SIX

WHO started it, nobody knows—probably some sombre Englishman in his one fling against convention, or some haphazard, sleepy college boy, late to class. Anyway, every one does it now—changing suits around, wearing the jacket of one with the skirt (or trousers!) of another.

Americans love the casual, careless chic of it all, and call it, a little anthropologically, Mix-Mating. Here are two basic spring suits for you to toss around as you please. No. S-4117 has a new long jacket, made like a blazer, of red, navy-blue, and grey striped woollen, over a straight navy-blue skirt. The blouse can be white, but bright red is newer. The second suit, No. 8302, insists on being feminine, but so do you on occasion. Its skirt swings out like a ballerina's, its jacket is just long enough to get by. Make it of soft grey wool, and the blouse, for sentiment, of dotted white organdie and lace.

See how you can score in this All-American Game, below. First, a view of B without its jacket, showing the little organdie blouse. Second, a view of A, without *its* jacket. Third, the Big Mix-Up: The B blouse with the A skirt, a very slick merger; fourth, a view of the A blouse with B's swing skirt. Then last, an even better idea, the striped jacket over the organdie blouse, plus the A skirt. As you can see, the possible combinations are endless, like roulette, and almost as exciting. . . . Designed for sizes: No. S-4117, 14 to 20; 32 to 42. No. 8302, 12 to 20; 30 to 38. • The back views of these costumes are to be found on page 125

PAGE No.	116	COST
MANUSCRIPT		
PHOTOS		
DRAWINGS	100.00	
MODELS & PROPS		
DU Y	71.85	
ENGRAVING		
MISCELLANEOUS		
TOTAL	171.85	





# Fragrant Prelude

## TO A LONG FRIENDSHIP



TREASURE BOX  
complete with mirror-picture

\$1.00

YOU to whom Old Spice Toiletries are new will find the Treasure Box an enchanting introduction to the roses-and-spice fragrance of Early American days. The mirror, decorated as in olden times, with an old-fashioned scene, colorfully enhanced by a star-spangled mat, and ready for framing, is an added attraction—an Early American token to you . . . YOU who are already Old Spice devotees will be just as captivated, for the picturesque Treasure Box is an extraordinary value, generously stocked with your favorite Old Spice Toiletries . . . Toilet Water—Talcum—Sachet—and Toilet Soap.

\*Trade Mark Applied for by SHULTON, INC., ROCKEFELLER CENTER, 630 FIFTH AVE., N. Y.





# B O N N E B E L L

## Ten-O-Six Cleansing Lotion

● The years rest lightly on a skin that is freshened and rejuvenated by the new Ten-O-Six Lotion. This new achievement of Bonne Bell Laboratories cleanses the skin surface of all impurities, but does not take out the natural oils that keep it soft and youthful. Ten-O-Six protects the enchanting loveliness of youth and helps skins that are no longer young. It is fragrant, greaseless, easy to apply. Why not try Bonne Bell Ten-O-Six on your skin? See for yourself how its regular use encourages that enviable fine textured appearance of the skin and discourages blackheads and similar skin conditions. ★ Ask for Bonne Bell Ten-O-Six Lotion at your favorite shop. If you find that Bonne Bell Ten-O-Six Cleansing Lotion is not readily obtainable, please write, enclosing check or money order for \$2.00 and we will see that you are supplied. BONNE BELL COSMETICS, INC., Spring Garden Ave. & Detroit Ave., Cleveland, Ohio.

Dealers: Bonne Bell Ten-O-Six Lotion is sold direct to the trade. Write us for prices and complete information.

## DISCOVERIES IN BEAUTY



BAKER

Fittingly making its appearance in the Americana issue, this toilet-water is a recent newcomer in the Early American series by Shulton—Old Spice fragrance; an atomizer top; and a gay box with an Early American design

FEW things "do" more for your face than beautifying touches for your eyes. You curl up your lashes. You lengthen your brows by a discreet pencil-line. You draw a lovely new shadow over your lids. And people look at you admiringly, without realizing just what they are admiring.

One of the innovations that fall in this glamour class is the new Iridescent Shadettes made by Kurlash. We feel that eye shadows, especially when they are worn at night, should be worn as you wear flowers or jewels, for effect, for drama. And these Shadettes are made for just such use. The colours are lovely—blue, violet, green, and bronze—and they have a fine gleam that makes you feel very sparkling when you wear them. The Kurlash people advise applying these, or any shadows, with their little Eye Beauty Brush, to achieve a smooth, suave sheen.

The new Shadettes are now available with the other Kurlash beautifying adjuncts for the eyes at the cosmetic counters in stores throughout the country.

Continuing with the eye make-up situation, if you haven't yet discovered Eye-Stick, you will be delighted with its ingenious and practical form. Hortense Van Raalte originated it, and it is a solidified shadow in a case that looks like a smart little lipstick.

You draw the stick lightly over the lids and blend the shadow with your finger-tip. The effect is very subtle, and there is a "natural" shade that isn't even discernible as colour, but looks as though the sheen was yours by Nature. All the shades—light and dark green, light and dark blue, grey, brown, and the natural—have a soft look that proves infinitely flattering.

You will find the Eye-Stick at Bonwit Teller in New York and in leading shops in other cities.

If you spend part of your winter on skis, you have already learned that a good protective preparation for your face is more than a beauty measure; it is an absolutely essential part of your winter-sports equipment. One such preparation that has firmly established itself in the esteem of outdoor enthusiasts is Germaine Monteil's Beauty Balm. Perhaps you know this primarily as a powder base, for which it was originally intended and does very well indeed, thank you. But its protective qualities also come to the fore, once your face is exposed to wind and snow.

As soon as women realized that their skins not only didn't get wind-burned, but managed to escape dryness under a film of Beauty Balm, they began to use it every time they went out to face the elements. And an added pleasant feature about Beauty Balm is that, once patted lightly into the skin, it doesn't show at all, and you can powder over it or not, according to your ideas of outdoor make-up.

You will find the beneficent Balm where the Germaine Monteil beauty preparations are sold. (Continued on page 120)





"IT'S *Revlon* NAIL ENAMEL FOR ME  
... *First, Last and Always!*"

"Of course Revlon is my favorite Nail Enamel!" says this dazzling beauty—Helen Bennett—who frequently lends enchantment to the covers of leading fashion magazines. "From the first moment my manicurist puts it on, until it's taken off, days later, Revlon Nail Enamel is a joy. It stays so lustrous and wears so well... goes on so smoothly and easily. Like other photographic models, I adore Revlon's fashionably correct shades. My nails are in grand shape, too. So—it's Revlon for me—first, last and always!" ♦ Smart women everywhere find Revlon Nail Enamel best for looks, best for wear, best for the nails. Quality beauty salons everywhere prefer Revlon because it satisfies their customers. They will tell you that if you look the entire world over, you simply cannot find Nail Enamel that equals Revlon for long wear. ♦ You will prefer Revlon Nail Enamel, too... for its distinctive colors and its exceptional wearing quality. Featured in leading department stores and in quality beauty salons. ♦ JUELTON is Revlon's newest shade. Exclusive. A rich vintage color in three subtle, graduated tones: JUELTON-1, light and delicate; JUELTON-2, medium, more intense; JUELTON-3, dark and dazzling. In perfect harmony with the soft flower pinks and blues so popular for spring.

Helen Bennett wears a stunning "Jueltone-on-fuchsia" print dress in "Nail Tips" pattern, from B. ALTMAN & CO.

*Nail "Tips":* At last! A normalizing nail treatment with your manicure... developed by Revlon to help keep nails strong, flexible... given with LACTOL, a creamy emulsion, thermostatically heated. Ask your beauty salon for this LACTOL treatment manicure. ♦ To protect fragile nails, use Revlon's ADHERON as a base-coat under nail enamel. It gives a hard smooth surface to soft nails! Prolongs wear! Use as a top-coat, over nail enamel, for added lustre.

Revlon Nail Enamel Corporation • 125 WEST 45 ST. • NEW YORK • 151 SPARKS ST. • OTTAWA







Overplaid jacket with Celtic-checked, trouser-pleated skirt in two color combinations. Red with beige, blue with grey.

TAILORED IN ENGLAND, traditional home of the tailored suit . . . there is British rightness about this Chester Barrie suit of casual simplicity. At the fine shops or write to:

*Chester Barrie*

Loomed and Tailored in Great Britain



200 FIFTH AVENUE, NEW YORK • ONE GOLDEN SQUARE, LONDON  
KENT BUILDING, TORONTO • 328 FLINDER STREET, MELBOURNE

## DISCOVERIES IN BEAUTY



MAKEN

The Woodbury preparations, especially intended for beautifying American skins, are put up in these effective new jars and bottles. Their contents provide a simple, sound régime for skin care, as outlined in the text below

(Continued from page 118) The Woodbury name has become so firmly linked in our minds with soap, or the skin you love to touch, or both, that people are inclined to forget the well-related series of facial preparations that this company produces, until they are reminded by some enthusiastic devotee.

Now is a particularly good time for such a reminder, because the Woodbury creams and lotions have all been redressed in the simple, well-designed containers that you see above. And the preparations in these containers have been devised for that rapidly increasing group of American women who demand a régime for their skin that is both efficacious and simple.

Woodbury's, for example, makes only four creams, and you can work out a neat and beneficial régime with two, three, or four of these, supplemented with a single liquid, according to the type of skin you have and the climate you have to cope with. If you reduce the treatment to its simplest form, dash your face with cold water when you get up in the morning. Apply a film of the Cold Cream while you tub; remove this thoroughly with tissues and go over your face with Skin Tonic Freshener. Smooth on the Facial Cream as a base for make-up. (The Woodbury Cold Cream bears no relation to the old-fashioned, heavy cold-creams, but is smooth and velvety and softens as it cleanses. The Facial Cream gives a moist, young finish and provides a perfect base for blending rouge.)

If your skin is in the oily classification, use the Cleansing Cream, which is of the liquefying variety, and substitute the Skin Tonic Astringent for the Skin Tonic Freshener. (The Cleansing Cream is also a good one to have at hand for quick cleansing for any type of skin.) If your skin is very dry, include the Tissue Cream in your assortment for overnight use. All very simple, succinct, and successful.

All the Woodbury preparations are in the moderate price range, and can be bought in shops throughout the country.

When Princess Pat first introduced Liquid Lip Tone, it was announced that here was a lip-colouring that would last through a whole day and would never smear. Women said this was something they would have to try before believing, and, when they did try it and found it did endure for hours and never smudged, they hailed it with acclaim.

Now, a new Remover and Thinner has been introduced in connection with Liquid Lip Tone. With this, you can lighten any of the six shades or make the consistency thinner, without affecting the endurance. Or, if you get a touch of the colour out of line, the Remover and Thinner will whisk it off in a trice.

Also, there is a new shade in the Liquid Lip Tone series. Regal by name, in a blue-red tone, to complement colours on the rose and violet cast. Liquid Lip Tone is available at Saks-Fifth Avenue in New York and in shops throughout the country.





*It's* a woman's business  
to look younger  
than she is!

Is an "acid" skin making you look older than your age? Don't let it! Here's a wonderful new way to help overcome **ACID SKIN** (a troublesome condition caused by excess acid accumulations), and so to keep your skin younger looking and lovelier.

**I**f you are discouraged because your skin seems "acid"; because it is susceptible to such blemishes as enlarged pores, blackheads, oily shine or scaly roughness, and is losing its fresh tone and smooth supple texture.....

Put these unique beauty-giving, beneficial Milk of Magnesia creams to work on your skin!

**How they work.** Just as Milk of Magnesia acts to relieve an *internal* condition of excess gastric acidity, so in these new-type creams it acts *externally* on the excess fatty acid accumulations, in this way helping to overcome the premature age signs of an "Acid Skin."

**PHILLIPS' Milk of Magnesia TEXTURE CREAM.** This remarkable cream makes it possible for your skin to have all the acid-neutralizing benefits of Milk of Magnesia in a form which holds this helpful ingredient on long enough to be actively effective in neutralizing the excess fatty acids which accumulate on the skin. Try it; you'll be amazed at the way it goes right to work!

**An ideal foundation cream.** Until you use Phillips' Texture Cream you won't believe that a cream can take and hold make-up so marvelously! It preserves that freshly-powdered look for hours. This is because the Milk of Magnesia *prepares* the skin properly by smoothing and softening roughness, and removing oiliness and shine, so that powder and rouge go on evenly and last without touching up.

**PHILLIPS' Milk of Magnesia CLEANSING CREAM.** And here's a delightfully different cleansing cream, too. The Milk of Magnesia not only loosens and absorbs surface dirt and make-up but penetrates the pores, neutralizing the excess acid accumulations as it cleanses. Try it and see how *thoroughly clean* your skin is after a cleansing with it!

Have a skin that makes you look younger than you are! Guard against the flaws of "Acid Skin" with these beauty-giving Milk of Magnesia creams — the only creams which contain the beneficial acid-neutralizing ingredient, Phillips' Milk of Magnesia.

2 sizes...30 cents and 60 cents



**PHILLIPS' Milk of Magnesia CREAMS**

Texture Cream



Cleansing Cream

PHILLIPS' CREAMS ARE MADE WITH GENUINE PHILLIPS' MILK OF MAGNESIA



# Elizabeth Arden



*"You may have been born without beauty, but the woman does not live who cannot be made pleasant to look upon. Your thought, your impulse, your courage, your whole way of thinking and living are in your face."*

Miss Arden's way to beauty helps every woman make the utmost of herself, and to maintain the perfection of whatever natural beauty she may have, to enhance that beauty by care, to help her to express in her appearance, her desire to be a charming, delightful, young alert woman.

Miss Arden brings this way to beauty into every woman's home with her Face Moulding Home Treatments, beginning always with her three-fold rule of Cleanse, Tone and Soothe. If you wish to keep the skin fine and soft in texture, it is essential to keep it thoroughly cleansed.

Use Ardena Cleansing Cream night and morning, and Ardena Fluffy Cream as a quick cleansing during the day, before renewing your make-up. This is a most

important rule...this rule of absolute cleanliness. Tone with refreshing Ardena Skin Tonic...using Miss Arden's Astringent Patter which so marvellously takes the place of delicate fingers, just as the Cream Patter does when using Velva or Orange Skin Creams.

The Moulder, now so important a part of these home treatments, you use with Ardena Special Astringent, its little cushion ends travelling upward from the base of your throat to help bring back the firmness of the contour.

Miss Arden's new Face Moulding Home Treatment booklet describes these essential beginnings as preliminaries to her famous home treatments. For it, write to Elizabeth Arden, 691 Fifth Avenue, New York City.







Elizabeth Arden



# LITTLE SHOES for BIG MOMENTS



Connies are created by young designers who know what it takes to flatter feet...to give them subtle style seduction. They are shoes that have more chic...finer quality and workmanship than any you have ever seen at their price. They're the kind of shoes you've always wanted. See Connies at your dealers or write Dept. C 1 for style booklet.

WOHL SHOE COMPANY, ST. LOUIS

**Connie**  
CREATIONS

*\$5 everywhere*





## BATHING BEAUTY

(Continued from page 95) way they smell and the things they do for you. Whatever your favourite, you can find it among the incredible variety that has been devised for the ritual of the bath. Bath oils, crystals, powdered salts, effervescent tablets, perfumed essences, pine essences, eau de Cologne. The makings for a milk bath, a foam bath, a bubble bath. Epsom salts to take the aches from tired bodies. Sea salt to invigorate. A gadget screwed to the shower to produce a cascade of perfumed water. Even a bath liquid to help overcome a hang-over.

The hard water that exists in many sections of the country constitutes a problem in the bath, but there are efficient preparations to cope with this, in inexpensive, as well as luxurious forms. And the season of the year also influences what you put in the tub—in winter, things to soften and smooth, with clinging, luxurious scents; in summer, light, cooling liquids and salts with astringent freshness and crystal clear perfume.

The cake of soap in this bathroom scene is a big one—no thin, skimpy pieces for the great American bath. It should have luxurious lather, and be the fine milled variety that doesn't flake off or chip. A mild soap, with a hygienic fragrance, is advised for the face, but your bath soap can smell divinely. And there should be a brush or mitts of toweling or loofah—something that scrubs the skin clean with a hygienic thoroughness. Scrubbing is practically a beauty treatment in itself—bringing up the circulation in the back, on the feet, all over you.

In this great penchant for continual bathing, there is always some talk about washing away the natural oils of the skin. It is true that soap and water do take away surface oil, and the conditions of the country—the steam-heat, climatic changes, hurried

living—tend to make us a dry-skinned nation. But American women take care of this. They put cream on their faces as systematically as they brush their teeth. They lubricate their bodies as consistently as they bathe them. The softening oils and essences in the tub help in this, but the lotions smoothed over every inch of the body do more.

This lubricating procedure starts practically at birth. Babies' baths are followed by a massage with a body oil; youngsters have their own bottles of softening lotion in the bathroom cabinet. And the American woman, when she has rubbed herself down with one of those huge, soft towels that are an essential part of the bathing picture, reaches instinctively for a bottle of lotion or oil. If she is dressing to go out, it will be one of the lighter lotions that dry quickly. Or one of the luscious, almost cream liquids can even be smoothed on before getting into the tub, and its softness will remain after the bath. And, every so often, when the bath takes place before going to bed, she rubs in a skin oil while the body is still warm, wiping the surplus off with an old towel. For women who live in dry climates and hard-water districts know that this is a tried-and-true means of giving the skin a velvet softness.

Then come finishing touches—dusting powder fluffed on with a puff like a swan's-down cloud or patted on with a powder-filled mitten. Powder sachet; eau de Cologne with powder suspended in it; a mist of eau de toilette sprayed from an atomizer—the petits soins, the final fragrant benediction for the great American bath.

• NOTE: If you would like specific names for any of the toilet accessories that figure in the Order of the Bath, we shall be happy to supply them upon request. Address Vogue's Information Service.



*modern chemistry  
chivalrous aid to beauty*

Not by chance, nor by the sorcery of old wives' tales has germaine monteil developed her cosmetic collection—but by modern science... by twentieth century cosmetic chemistry. Each preparation performs its own special beauty function... each is devised in perfect relation to the other. All are esteemed for their true worth by the world's most distinguished women. Offered by the smartest shops everywhere.

*Germaine Monteil*

new york

paris

## DESIGNS FOR DRESSMAKING



These two-and-two make six! Suit No. S-4117 is tailored to a T, and designed for sizes 14 to 20, 32 to 42. Suit No. 8302 is feminine, designed for sizes 12 to 20, 30 to 38



Spring is the time to let yourself go if you adore suits. In fact, we present two Vogue Dressmaking Designs for you to interchange as you please. Other views on page 116

PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 44.





**SUGAR\*** *is sweet and so are you*

**\*A BETSYANN JUNIOR ORIGINAL**

**IN AMERICANA CREPE, WOVEN WITH ENKA RAYON**



Little girl charm in its heart-shaped bodice, demure collar in bonbon colors, flaring skirt that swirls gracefully. Americana Crepe, woven by Stehli with Enka Rayon, is a new opaque sheer created especially for dancing daughters. 11 to 17. Navy, Cyclamen, other spring colors.

SOLD IN BETTER STORES AND SMART SHOPS OF AMERICA

**ADOLPH R. HAAS**



**INC., CHICAGO**

AMERICAN ENKA CORPORATION • 271 CHURCH STREET • NEW YORK

## SANDALS FOR SLACKS

IT'S AN old Greek custom—wearing sandals. It's an old American custom—wearing slacks. Together, they are the perfect team for your palmy days. In fact, sandals are now designed especially for slacks: witness the whole wardrobe of them below. Also, they are being designed more dynamically for your foot, by the use of elastic bands, rocking soles, or built-up arches. Result: they are comfortable, but not sloppy, and they are also quite photogenic, as you can see.



Bright red pigskin sandal, with an arch built up to support you, wherever you go, Palm Beach or Montevideo; or it will stay comfortably at home beside the fire. A Walk-Over Shoe

Right foot: Blue suède bisected in red up the vamp, on a platform sole. Left foot: Pumpkin coloured morocco sandal, with the cork heel ridged like a melon. Both from Altman



Copied from Esthonian peasants—a sandal of bright blue canvas, piped in navy-blue. It wraps around to reveal your inner arch. For your more nautical outfits. Jay-Thorpe



Sandal made entirely of bands of white elastic, à la grecque, on a built-up sole of cranberry-red calf. It will hug your foot resolutely as you tread through the shifting sands. Macy's



White-and-tan calfskin clog with a rocking-horse sole, which bends to your foot-steps. The kind of thing you will adopt for all your leisure moments in the Far South. Bonwit Teller

HIRSCH



# Hard times—

for hands and hair and skin and EYES—these wintry months . . . when biting winds, too hot houses, stuffy stores . . . smoke-filled rooms, too late nights and too little sleep . . . take toll of even teen-age eyes . . . So the provident dowager or deb keeps close at hand—Eye-lifts . . . featherweight fabric masques, saturated in a specially salutary solution, mildly alkaline, gently astringent . . . utterly harmless and amazingly effective . . . Relax for a few minutes, and press an Eye-lift into place, and relish the cool, tingling exhilaration . . . that rests and relieves tired eyes, over-used eyes . . . stimulates the surrounding skin surfaces . . . caresses the laugh lines and small squint wrinkles . . . suffuses the under-eye skin with a natural glow that alleviates strain shadows . . . brings back new lustre to your eyes, fresh bloom to your upper face . . . Sends you forth serene as Snow White, feeling like the l. of the p., and fit to meet the world eye to eye! . . . Indispensable before the big night and on the morning after, for important occasions or significant tête-à-têtes . . . And used night and morning by women who value a well-groomed face . . . Eye-lifts are imitated, of course . . . but only Mastin's, originated in France, made here under the highest laboratory standards, have the inimitable Mastin formula that can't be copied . . . Two Dollars at smart stores everywhere, or direct from . . . Mastin Products, Inc., Distributors, 595 Fifth Avenue, New York.



MASTIN'S

*eye-lifts*



# Helena Rubinstein's created especially for



Helena Rubinstein thoroughly understands the American complexion. Many thousands of women come to her Salons, bringing to her the skin problems that result from our active American life. She knows that their skin suffers from rapid changes in temperature, from drying effects of artificial heat and cold air. She knows the harm caused by excessively alkaline water. She sees the strain of "high-tension" living that fatigues and ages the skin. The damage caused the skin by dust and grime in city air. This is the typical American complexion, greatly in need of Mme. Rubinstein's scientific preparations.

"Since your skin is subjected to so many trying conditions, your face powder should be more than just a film of colour, therefore it should actually benefit as well as beautify the skin," says Mme. Rubinstein.

The result of her tireless scientific research is her new face powder, triple-proofed against serious powder faults.

*Helena*

715 FIFTH AVENUE

S A L O N S : P A R I S • L O N D O N • B O S T O N



# new face powder

# American complexions

## THIS NEW FACE POWDER IS PROOF AGAINST DRYNESS AND LINES.

Because each microscopic particle is invisibly filmed with a moisture-repellent balsam substance, it cannot absorb that precious inner moisture of the skin which gives it the dewy look of youth.

## PROOF AGAINST SWELLING WITHIN THE PORES,

a powder fault that often gives the skin enlarged pores and blackheads. Each powder atom has been pre-expanded so that it cannot swell at all. Consequently, it preserves the fine texture of the skin.

## PROOF AGAINST CHANGING OR STREAKING COLOUR,

for Mme. Rubinstein's scientific process gives absolutely even suffusion of colour throughout every tiny powder particle. As a result, it cannot give your face a "cakey" look.

It took the genius of Helena Rubinstein to develop an exquisitely fine powder that is both beautifying and actually beneficial. It is developed in Mme. Rubinstein's flattering skin tones, any one of which serves as an ideal base for her exotic, beautiful Orchid Make-Up. Champagne Rosé, Peachbloom, Rachel, Mauresque. 1.00, 1.50, 3.50.

## HELENA RUBINSTEIN'S SPECIAL WINTER BEAUTY TREATMENT FOR THE AMERICAN SKIN

If your skin is dry, clean it at night with Water Lily Cleansing Cream. 1.25, 2.00. Then lubricate it with rich Youthifying Tissue Cream and leave this soothing cream on overnight. 1.00 to 5.50. In the morning, apply Anti-Wrinkle Lotion (Extrait) to iron out fatigue lines and roughnesses. It is also excellent to apply on compresses to the eyes to smooth away crow's-feet and fine lines. 1.25, 2.50, 5.00. As a make-up base, Town and Country Make-Up Film is a beauty treatment in itself. It will keep your make-up fresh all day long. 1.50

## FOR YOUR HANDS

Use Herbal Hand Balm several times a day to keep your hands white and smooth. 1.50. Use Herbal Nail Tonic to soften and smooth cuticle. .50

## FOR YOUR EYES

Herbal Eye Tissue Oil on your eyelids to give them a young gleam. An excellent make-up base. 1.25. Use Persian Mascara, for its lovely colours do wonderful things for your eyes' beauty. 1.00

## FOR YOUR CONTOUR

Use Beautilift Masque every day. A specially treated silk mask which, used in conjunction with a special lotion, is wonderfully effective to mould and lift the contour. Complete for home use. 5.00

## EVERY NIGHT, IF YOUR SKIN IS WRINKLED

Smooth Novena Night Cream on your face, for a marvelous overnight beauty builder. 2.00 to 12.00

Available at Helena Rubinstein Salons and all smart stores.

# Rubinstein

NEW YORK

CHICAGO • TORONTO • MILAN • MELBOURNE



## PINNED IMPERTINENCE



AMERICANA

*Fred A. Block  
original*

Fred A. Block creates AMERICANA . . . this costume suit so typically spring in America . . . where life rushes on from open fields to opening nights with no time to change . . . a dress and jacket with exquisite sculptured detail softly tailored in companion fabrics

Exclusive with fine stores in America  
For the store in your city write

**FRED A. BLOCK, INC., CHICAGO**  
325 WEST JACKSON BOULEVARD



Prize trick of the spring—taken by the King and Queen of Hearts. Of black and white enamel, and gold-metal. Bonwit Teller have these



A bird in hand or, rather, on your lapel. A swallow, impossibly coloured, of iridescent green metal. Leo Glass pin. At Bonwit Teller

Trifari's giraffe of simulated diamonds with bright enamel spots. Its feeding-ground: your spring coat. Saks-Fifth Avenue, New York, Chicago

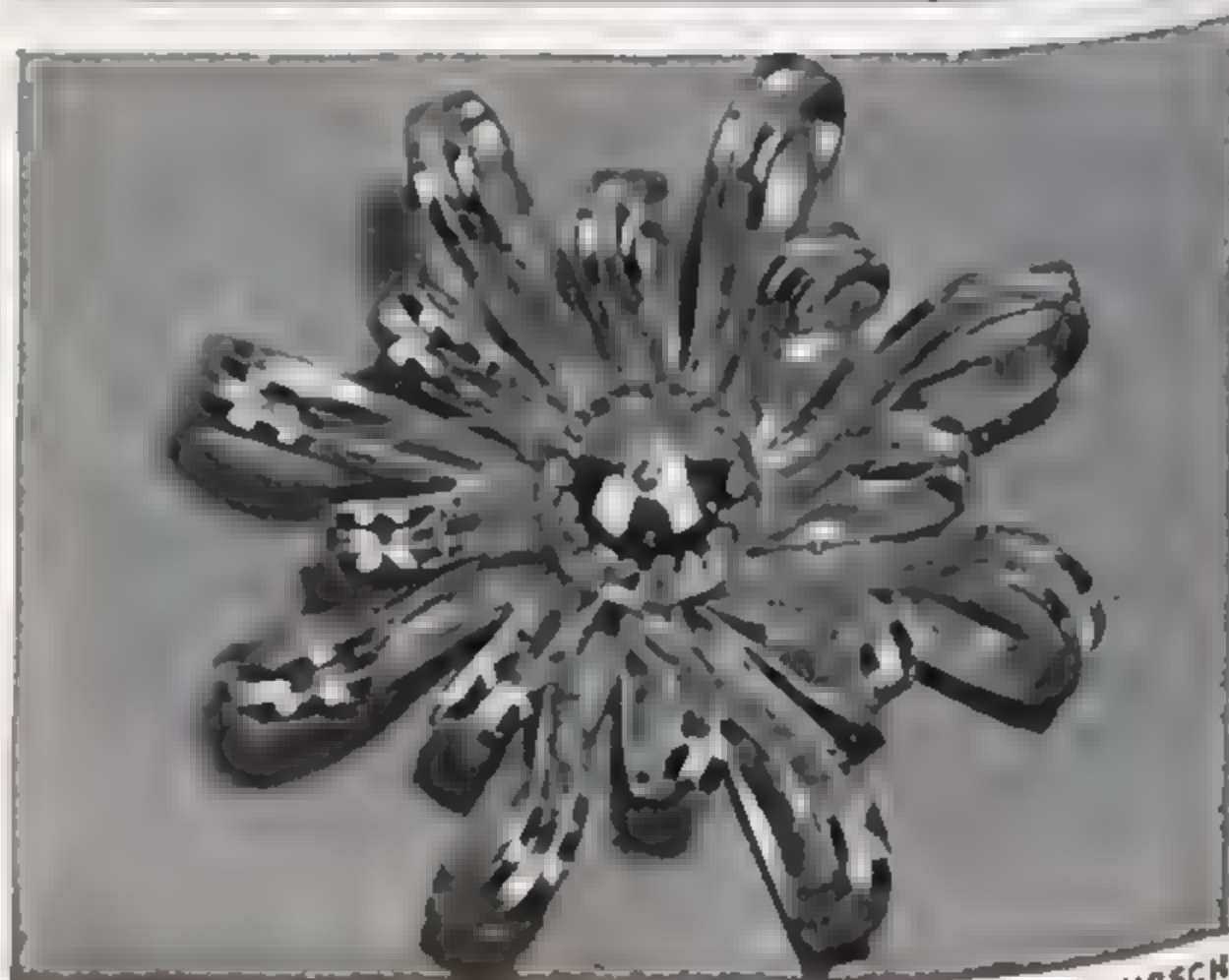


Plant a cactus on your lapel. It's guaranteed not to prickle, being green enamel in a white pot. (Castlecliff) Bonwit Teller, I. Magnin, California

Pin Coro's flower spray of simulated gold and emeralds against your new flower-print dress or spring suit. You'll find it at Bloomingdale's



Monet's petalled pin of simulated gold ribbons. Put it on your spring suit, or let it nestle on the wrist of your dress. Franklin Simon



HIRSCH



# 3000 Miles of ENJOYMENT

(AND OUTSTANDING VALUE, TOO—ON AMERICA'S FINEST LINERS DIRECT TO ALL EUROPE)



(Below) Acres of open, sunny deck for all the outdoor games... a huge, partly glass-enclosed promenade... and indoors, a tiled swimming pool, gymnasium, and therapeutic baths.



After-dinner coffee in the smoking room, decorated in an American Indian motif. Soft wood-paneling reflects the warm glow of the fireplace.

The *Manhattan* and *Washington* again in 1938, proved themselves to be two of the most popular liners afloat. For they are a remarkable "buy"—you appreciate that as soon as you have set foot in your stateroom, or enjoyed the world-famous cuisine. And your voyage is made doubly enjoyable because shipboard life is so informal... hospitality is so genuine... and even the smallest detail of service or entertainment reveals such thought and sound judgment.

Rates are now at their "off season" low—there's a wider choice of fine accommodations than at any other time of year. Cabin Class, \$186 up; Tourist, \$127 up. Weekly sailings direct to Ireland, England, France, Germany alternating with the *President Harding* and *President Roosevelt*—Cabin, \$141 up.

# U.S. LINES

ONE BROADWAY, NEW YORK CITY  
216 N. Michigan Ave., Chicago; 665 Market St., San Francisco  
19 King St., East, Toronto. Offices in other principal cities.

Ask your  
TRAVEL AGENT  
for details





*The Smartest Legs in  
America are those that wear*

**SE-LING**

*The Aristocrat of Exquisite Hosiery*

SE-LING HOSIERY MILLS, INC. • NASHVILLE, TENNESSEE

## SKIRTING THE ISSUE



Wide box-pleats like the ones you wore as a bare-kneed child. The plaid is green-and-black, and Scotch. Saks-Fifth Avenue, New York; Chicago



Rough Rodier tweed in red, yellow, and green—a big blanket plaid. The circular skirt does magical things for your hips. From Bergdorf Goodman



More box-pleats, two-inch ones all around a grey, yellow, and white plaid skirt. For your collection of sweaters. Saks-Fifth Avenue, New York; Chicago

For your favourite plaid jacket—the simple tweed skirt. It's circular and blue—a colour to remember on this eve of spring. From Bonwit Teller



To stave off brambles on your country walks, you will want a heavier skirt. Black-and-green tweed, blue-banded. Saks-Fifth Avenue, New York; Chicago

HIRSCH



a  
*Criterion*  
*Original*

**CHEERIO**

your belt for February



Cheerio shines like a good deed in a naughty world, its fine shoe-patent leather diamond-stitched to harmonize with the patent-covered buckle. In sparkling new Spring colors, at all foremost stores, \$1.50 (slightly higher in Canada).

**SLOTE & KLEIN, inc. • NEW YORK**  
world's premier maker of quality belts for women

\* Reg. U. S. Pat. Off.

Copr. 1938 Srote & Klein, Inc.



*Mix*  
*1 part Vacation,*  
*1 part*  
**GLACIER NATIONAL PARK**  
*for a summer with a kick!*

● Unpack your bags in a picturesque hotel or chalet at Glacier National Park. Then look out your window at the world's most beautiful mountain scenery.

● Outdoors you'll find real western guides and sure-footed horses and trails that lead to waterfalls, glaciers and meadows of timberline flowers. Here hiking is a pleasure. So too, golf, swimming, boat and motor trips, and trout fishing. Take pictures of Blackfoot Indians, bears, elk and Rocky Mountain goats. Visit nearby dude ranches.

● Indoors—great log fires, excellent meals, gay 5 o'clock parties, evening dancing, pictures.

● Just around the corner are the Pacific Northwest, Alaska, San Francisco's Golden Gate Exposition. See them all. Ask about All-Expense Tours.

MAIL COUPON



MANY GLACIER HOTEL



A. J. Dickinson, Room 914  
Great Northern Railway Building, St. Paul, Minn.

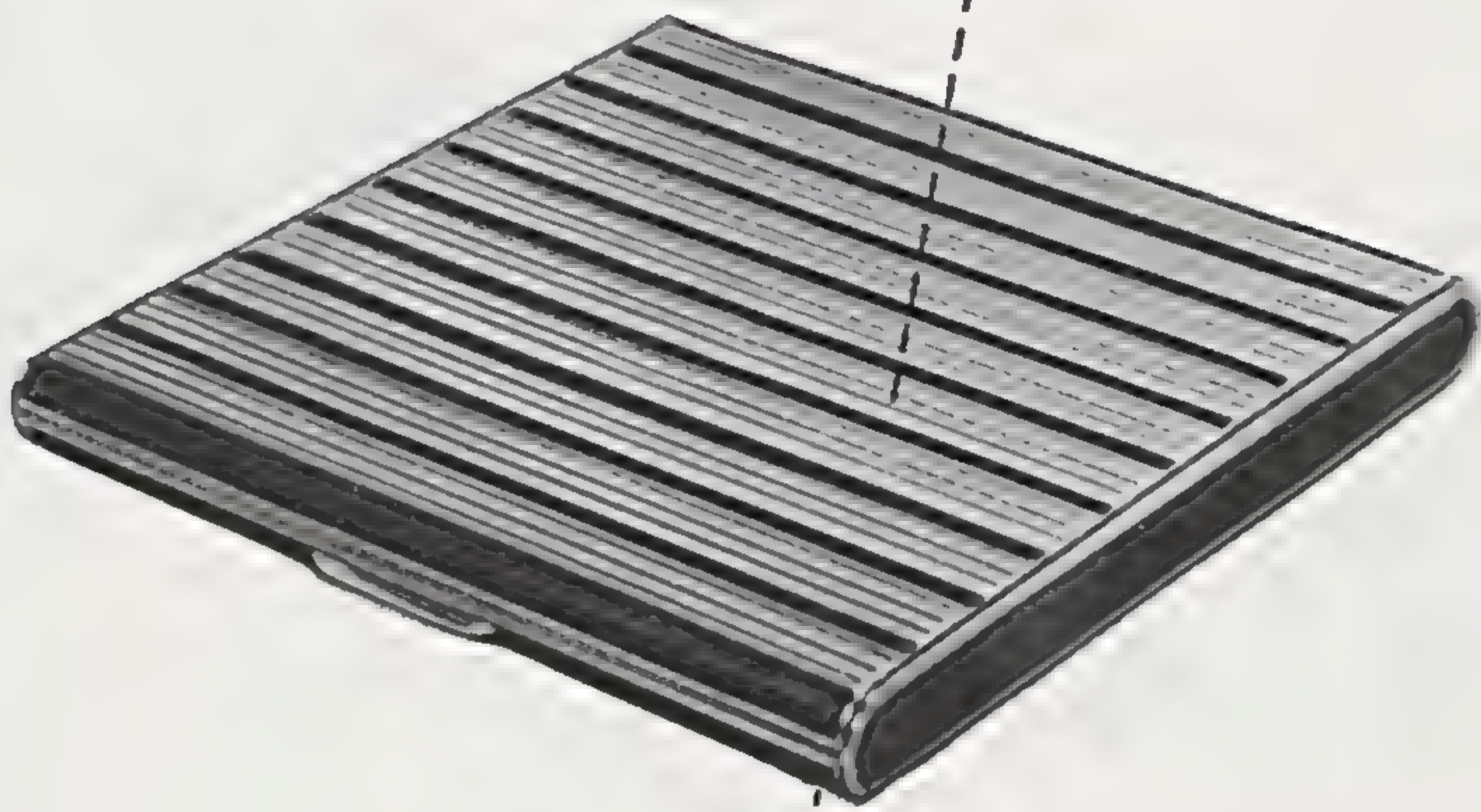
Send me further information about a trip to

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
(If student, state grade. —)

RIDE THE EMPIRE BUILDER



Projection . . .



PROJECTION . . . what you do not see in a Volupté compact . . . even more important than the beauty that's apparent to the eye. Not just a lovely thing to see, but a solid satisfaction to own and use! Style value and design artistry built upon consummate precision and faultless functioning. Leakproof powder compartments . . . a clean click of the closure . . . because every tiny part is synchronized. Hidden treasure . . . for you to discover in every article marked with the Volupté name.

**VOLUPTÉ**  
347 FIFTH AVENUE • NEW YORK



**Shop-hound's**

WE ourselves have said it, and it's greatly to our credit, that we are Amer-i-can. On this page are some of the reasons why we are so glad about this, and why foreigners go pleasantly mad in our stores. After the first sharp ecstasy of Woolworth's, they usually want to explore our own native shops.

We have quite a yen for the California Shop, at 677 Madison Avenue. You know how good California sports clothes are, and they are here—in cotton and delicious suèdes. A two-piece dress of rather heavy suède costs about \$25; other models in softer, suppler suède cost more. The Marker preserves here are triumphs of good taste, and the brandied dates are to dream of. Add to these tidbits an array of pottery, linen, glass, and jewelry, and you have this shop. And now that you have it, use it.

At the Putnam County Shop, 793 Lexington Avenue, you'll find the fruits of the labours of many cooperative workers. Here you can buy lovely country-house presents: little dressed dolls, baskets, stools, and the like, all with a hand-made touch. To delight jaded New Yorkers, there are loaves of home-made bread, eggs fresh from the farm, jams and jellies. A nice fresh, friendly place for shopping or just dropping in.



At Haynes-Griffin, 373 Madison Avenue, there's an album of American spirituals, ballads, and laments, collected by one who knows his subjects. It's Carl Sandburg's "The American Songbag," with four records to hark you back to things heard in your childhood.

A nice present for a homesick American; about \$4.50. Deems Taylor's "Through the Looking-Glass" is just out, in a recording by the Columbia Symphony Orchestra, conducted by Howard Barlow. An attractive album, holding four disks; about \$8. The Kadette clock radio here looks like a clock only, when you see it face on, for the sound comes out of the sides. It costs about \$30; very handsome in burl walnut; just something else for our land to be proud of.

At Bloomingdale's, there's an industrious lady who sits all day and paints things on glasses. She works with enamel paints, while you wait. If you want your name immortalized on a cocktail glass, she is the person to do it, or she will copy pictures, flags, crests, or anything you happen to think of, in the correct colours. Good fun for yachts, bars, or special parties. You can either buy the glasses at Bloomingdale's, or else bring in your own treasure to be decorated. The cost varies with the intricacy of the design you want. About \$8 a dozen is an average price.



Here is Shop-Hound playing Little Goody Two-Shoes, and being happy. Bonwit Teller provoked these glad antics by having such fine footwear in their eighth-floor debutante department. To the under-\$9 line of good young shoes, there has been added a brand-new group of DeLiso "Debs," designed by the Palter DeLiso of elegant-footed fame. Something to write home about, or see Bonwit's about.

At Best's, we found a lovely pale blue batiste nightgown printed with white dots, with wide blue satin shoulder-straps. It's bordered with a thin line of white lace, and the two pockets on the skirt are edged with it. About \$10, and you can buy a long coat to match. Typical Americana; Vassarette's new cotton-with-"Lastex" sports pants. They come to you doll-sized, stretch to your size. The price is small and unstretching; merely about \$1.



# constitutional

Macy's has some admirable underwear of sheer linen and elastic net that ranks pretty high in our estimation. About: \$1.50 for pants; \$1 for brassière; \$2.50 for a step-in chemise. We liked them best in white, but you can have them in tea-rose, too. We don't see how they do it—Macy's very pretty little bras and pants for about 50 cents each. They're of knit rayon, peach or white, with tiny rose-coloured roses on them. The pants come in three cuts; take your choice. Handsome, loudly-striped tailored broadcloth pyjamas set you back considerably less than \$3 here—very U.S. in red, white, and blue. And in Macy's very comprehensive slipper department, you can buy suave little mules and slippers for under \$4. It will cost you only about 50 cents extra to have them dyed to match your house-coat or dinner-dress.



Hammacher Schlemmer, beloved of visiting firemen and stay-heres alike, has transparent kitchen canisters, with coloured tops. A very bright idea—about \$2 for a nest of four. For auto smokers: the Cavalier cigarette-lighter attaches to your car, proffers lighted cigarettes at the touch of a finger; about \$6.50 or more, in different styles. The closet shop here is a hostess' heaven. British visitors just can't keep away from the place, we're told.

This is American Shop-Hound at ease. One of the things Americans at ease like to do is to dress up. They couldn't find a more helpful place for this than at Brooks Costume Company. With the World's Fair almost upon us, they have busily built up a whole troop of Fair costumes. You can not floor Brooks, whether you ask to be a cigar-store Indian or a Perisphere or Trylon. They will accomplish it somehow. You can rent some fantasy for about \$3 an evening, or pay a lot more if you have very luxurious ideas about costuming. Or you can have your get-up made to order and treasure it always. Right in step with the century of progress, they have expanded in new and larger quarters, at 1150 Sixth Avenue.



Another thing that Americans at ease like to do is talk about American Art. To make this more pleasant and authoritative, it's nice for them to know about the colour reproductions of paintings that the Associated American Artists are making. Owing to a process called Gelatone, the colours are amazingly true and clear. In this first series, the work of twelve artists is represented; more to be added from time to time. The pictures cost about \$7.50 each, nicely matted, or about \$12.50 framed and sent postpaid anywhere. Write to 420 Madison Avenue for a catalogue.

Next to the Stars and Stripes, the most typical emblem of America is the Silk Stocking. Lord and Taylor has some fine new KantRun ones (run-resistant, see?) in colours with birdy names. For the new yellow tones, there is *Goldfinch*, and so on through the colour gamut to the mauvy-pink *Flamingo* to wear with fuchsia. If you hear your best friend calling *Bob-White*, she is really in the best of health—just wants rose-brown stockings; about \$1.25 per pair.



## Continental Mood American Mode

Lampl's Pantlika—a distinguished contribution to the ever-growing collection of brilliant American creations. In mood it captures the festive color and quaint glamour of continental folk-fashions with its peplum jacket, bright peasant embroidery, its tiny frill of hand-crocheted white ruching at the neck and its long row of buttons. In mode, it is wholly American—trim, chic, sophisticated. In popularity, it is first choice for 1939's All-American—acclaimed by fashion experts and commentators throughout the country.

• A few representative stores featuring Lampl fashionable knits •

LINDNER COY., Cleveland • THE EMPORIUM, San Francisco • THE DAYTON CO., Minneapolis  
H. C. CAPWELL CO., Oakland • HUTZLER BROTHERS CO., Baltimore • THE FRANCES SHOP, South Bend  
STRAWBRIDGE & CLOTHIER, Philadelphia • THE FASHION CO., Columbus • THALHEIMER BROS., Richmond  
THE JOHN SHILLITO CO., Cincinnati • SAGE-ALLEN & CO., INC., Hartford • B. FORMAN CO., Rochester  
HERZFELD-PHILLIPSON CO., Milwaukee • THE DIAMOND, Charleston, W. Va. • AUERBACH CO., Salt Lake City  
WURZBURG D. G. CO., Grand Rapids • H. P. WASSON AND CO., INC., Indianapolis • RICH'S, INC., Atlanta  
KAUFMANN'S, Pittsburgh • THE MAY CO., Los Angeles • J. L. HUDSON CO., Detroit

LAMPL KNITWEAR CO. • CLEVELAND, O.





★ TWO "TYPICALLY AMERICAN" ★  
*Judy'n Jill*  
 FASHIONS  
 ★

"Typically American" fashions because you'll see smart young things from Maine to California wearing them! They love the crisp, bandbox-freshness of polka dots, the soldierly trimness of navy blue—find both particularly suited to the happy, active lives they lead. *Left:* Old-fashioned wool gabardine dress with Basque jacket and graceful skirt that buttons on a white pique blouse. Navy (also black) in sizes 9 to 15. 29.95. *Right:* Embroidered polka dot wool and rayon with white pique lacings and collar. Navy (also black) in sizes 9 to 17. 25.00.



DESIGNS REGISTERED F.O.G.A. • JUDY'N JILL MANIKINS DESIGNED BY CORA SCOVIL

Young Cosmopolitans' Shop

**Best & Co.**

NEW YORK CITY, Garden City, Brookline, Mamaroneck,  
 East Orange, Cleveland Heights, Grosse Pointe, Ardmore

**Marshall Field & Co.**  
 CHICAGO

Albany . . . . . David's	Los Angeles . . . J. W. Robinson
Baltimore . . . . . Gaxton Co.	Pittsburgh . . . . . Kaufmann's
Buffalo . . . . . L. L. Berger	Portland . . . . . Meier & Frank
Charleston, W. Va. . . . Telford's	St. Louis . . . . . Vandervoort's
Cincinnati . . . . . Mabley & Carew	St. Paul . . . . . Frank Murphy
Dallas . . . . . Titcher-Goettinger	Washington . . . Woodward & Lothrop
Kansas City . . . . . Chasnoff's	Wilmington . . . . . Fisher's

For other stores where garments are sold, write to  
 HORWITZ and DUBERMAN, 498 Seventh Avenue, New York

## NETS GO TO YOUR HEAD

AND now—hair-nets! Nets cut in new shapes for the new hair-dos. Nets that are part of your hat. Evening nets with touches of *décor*. Nets that tie with a bow. It was inevitable—this revival. But don't think just any old net will do the trick. It is the new versions that make these nets head-liners in the new mode—versions such as the quartet shown in the photographs on this page.



Elizabeth Arden has designed the "Ardenette"—a curved shield of a net that fits over your back hair and ties in the front with a pretty bow. To wear at home or to keep your hair in place en route to parties

BAKER



Lilly Daché makes inspired nets which complement her hats, but which look fetching by themselves when you take your hat off. This duo has butterflies clinging to the net, made of the felt that fashions the hat



By night, Lilly Daché sprinkles her nets with bits of enchantment, such as these tiny velvet leaves. Another Daché brain-child [not illustrated]—hammock-shaped net for a long bob, tied with a velvet bow

HIRSCH



A hair-net unadorned, so fine you scarcely know it is there, keeps your coiffure smooth and well-groomed. This one—a snodet by Gainsborough—is pulled on from the back and pinned under the front curls



# RADICALLY NEW DRESS SYSTEM FOR FUTURE WOMEN PROPHECIES DONALD DESKEY



NICKOLAS MURAY

Industrial designer, interior architect, painter, Donald Deskey—who made the costume in Colour Plate No. 1 of this issue—has designed pianos, billiard-tables, clocks, silverware, oil burners, radios, glassware, slot-machines. He was the first to introduce tube steel furniture in America, designed the International Casino and its Spiral Bar and the decorations of Radio City Music Hall and Hollywood Turf Club. He is now creating exhibits at the New York World's Fair, including the focal exhibit for Communications, the Perfumery and Cosmetics exhibits, and the Medicine Chest Show occupying one wing of the Hall of Pharmacy. Here is his prophecy about future clothes.

"TOMORROW'S woman will live in an air-conditioned universe. She will get up in the morning in a conditioned apartment, take a conditioned car, pneumatic tube, or stratosphere plane to a conditioned office in a conditioned city. She will work only a few hours (planned economy will see to that); she will only do work she likes (machines will do the drudgery); she will only go out into the weather when it's pleasant. If it isn't pleasant, she'll take a stratosphere plane to a place where it is.

"Medical Science will have made her body Perfect. She'll never know obesity, emaciation, colds in the head, superfluous hair, or a bad complexion—thanks to a controlled diet, controlled basal metabolism. Her height will be increased, her eyelashes lengthened—with some X-hormone.

"Owning this beautiful body, she will be completely emancipated. She'll have gone through nudism, but concluded, like the women of Penguin Island, that a little drapery has more allure than none at all. She'll consider (as I do) corsets and brassières as unattractive as surgical appliances, and underwear coy. For a woman should never have on anything in which she couldn't appear anywhere—she should never be 'undressed.'



"I see her wearing a system of clothes units. Each unit made of some fabric (yet to be invented) that has every desired property. She'll have a wardrobe of these various units in every prismatic or chromatic shade. In the morning, she will put on the minimum costume—a pair of shorts and a halter. In the afternoon, add a short skirt (see sketch). At night, a long skirt. Out of simple units (large or small squares of fabric), she will make coats or parkas or hats. She can have a thousand hats merely

by twisting the units differently. Her feet will be flat on the ground as God intended—in gold kid sandals such as these. She won't have to carry a bag, her make-up will be permanent, she will need no money, for life will be on a credit basis, no key because her door will have an automatic lock. But, being a woman, she will probably carry a reticule anyway."



Each silken strand has had a double beauty bath in *precious* scentless cosmetic oils, awakening to life the dormant elasticity of the finest silk. And with all their filmy sheerness, Northmont stockings are actually stronger, more snag-resistant! By the knitted magic of Northmont's new Wraptex Crepe, loose filaments that cause runs are *wrapt in* . . . not twisted back. Ask for them at your favorite store or write Northmont . . .  
Reading, Pennsylvania or Empire State Building, New York City.

\$ 1 per pair

## DAYETTE

for Sheer Daytime Smartness

## DRESSETTE

for Teatime Loveliness

## DREAMETTE

for Glamour Set to Music

# Northmont

BATHED IN "PRECIOUS" COSMETIC OILS

COPYRIGHT 1939, NORTHMONT HOSIERY CORP.



Life casts care to the wind in a coat so designed for adventure! Inspired by Cossack verve, it obeys, nevertheless, a deft tailoring, its lines as impeccable as sculpture.

Black tweed, with its all-day elegance, has been chosen by the designer, Matita of London, its outlines accented with crease. The cartridge pleated pockets are military; the skirt, full—as becoming as a skater's.

*Swing Sculpture*



A silver arrow catches the rolled leather belt, and a multi-coloured surah scarf adds softness at the neck. Debonair as a guardsman, but formal as a luncheon in town!

• AT THE HOUSE OF SMITH IN BERMUDA, WHERE SUCH EXCLUSIVE IMPORTS ARE OFFERED AT A MODERATE COST, THE PRICE IS £12/10/0

1889 FIFTY YEARS OF QUALITY 1939

*H.A. & E. Smith Ltd*  
FIVE SHOPS IN  
**BERMUDA**  
(EST. 1889)

COATS • SPORTSWEAR • BRAEMAR SWEATERS • PERFUMES  
British Apparel of All Sorts for Men and Women

## GILBERT ROHDE REVOLUTIONIZES FUTURE MEN'S CLOTHES AND REVIVES LONG BEARDS



2



New York-born Gilbert Rohde—whose costume for men is shown in Colour Plate No. 2—is one of the small group of pioneers who established the profession of Industrial Design in America about 1927. From his drafting-boards have come designs for furniture, water-coolers, clocks, boilers, pianos, stokers, gas-ranges; exhibits to the Chicago World's Fair, Texas Centennial, San Francisco Exposition, and New York World's Fair. Women's clothes are pretty good as they are, he thinks, but men's need radical revision.... Here is his theory:

"THE man of the twenty-first century will be a product of a Great Revolt. He no longer submits to woollen suits with heavy coats, winter and summer alike; to a lifetime spent buttoning and lacing, unbuttoning and unlacing; to the ritual of fitting; to the futility of pressing knife-like edges. No longer will he insert and remove collar-buttons and cuff-links, no more struggles with a necktie. Greatest of all, he is free from the task of removing the contents of a dozen pockets of one suit to the dozen pockets of another.

"No longer does he submerge his personality and stifle his imagination in the monotony of the twentieth-century business suit. He, too, is gay, colourful, and different. He has regained the right that he enjoyed throughout the ages. In the nineteenth century, something happened in our Western World, and he gave up his gay dress without a struggle. In the twenty-first century, the strange custom of dressing like a monk will have disappeared.

"This new costume, though it involves rational advances, is not entirely a matter of logic and reason. In it, the emotional values have been given new freedom.

"What appears to be a halo on the head is an antenna, which receives and transmits radio waves, and also intercepts a new wave called the Omega. New inventions have made possible both sending and receiving sets of vest-pocket size, although there are no vest-pockets. Feather-weight equipment, carried in the belt, transforms the Omega waves to warm or cool the body through a network of hair-like wires woven into a cloth of synthetic yarn, providing man with an air-conditioned garment.

"You note the hirsute appendage on the gentleman's chin. The strange custom of shaving the face has disappeared. One of the differences that Nature has decreed between the male and the female is that the male shall have a growth of hair on his face. Only in our Western World, beginning with the nineteenth century, and in the case of a few scattered tribes, or during brief periods in the past, did man seek to defeat the purpose of Nature in that respect. Shaving was a local tribal mannerism, and now man has revolted from this custom, too. Now, instead of changing Nature, he elaborates upon it. Men were men when they wore perfumed wigs. Personality is now expressed in the form of a manly beard, and perhaps we shall find a few platinum blonds, too."

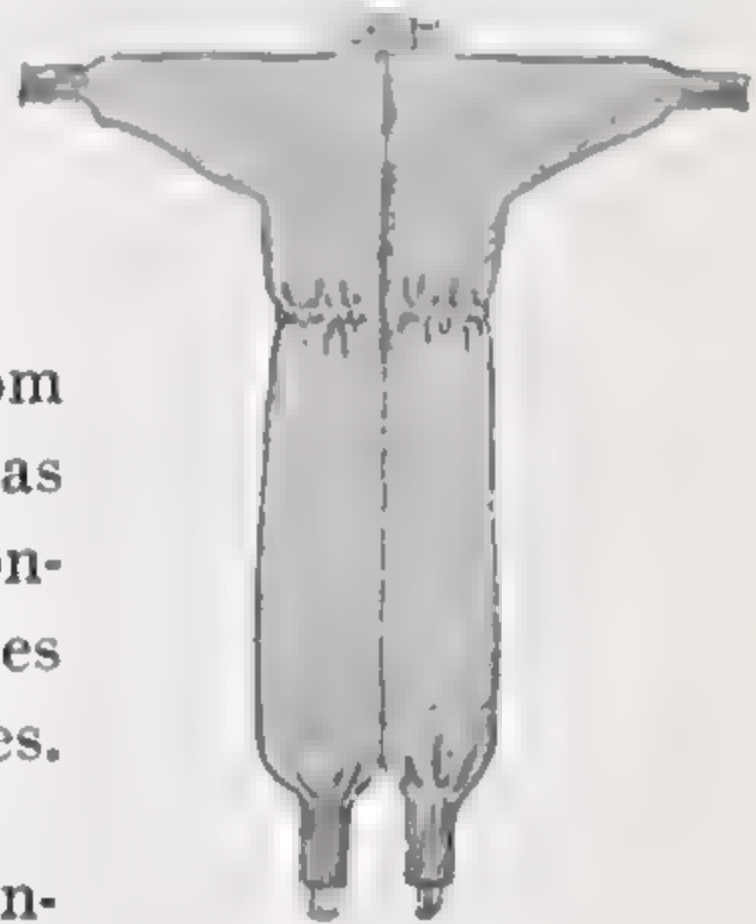


Just like the old days. Underpants and socks. But these pants and socks are different. The gentleman never washes them, nor does he cast them into a laundry-bag. They are, in fact, DISPOSABLE, being made of cellulignousamidomethoacrylimine, moulded to form and costing only five cents a throw.

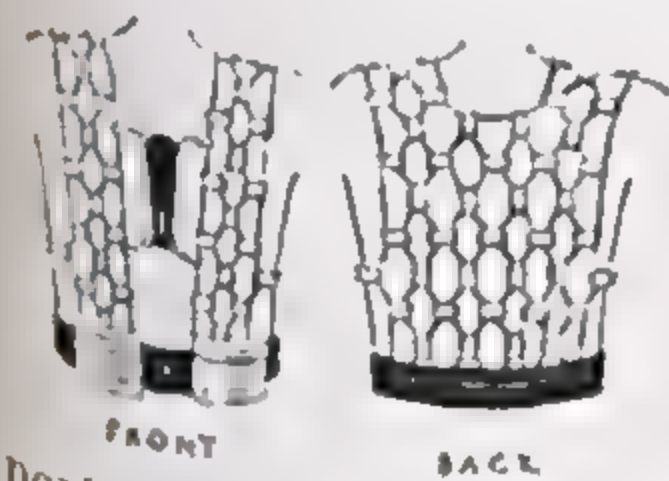


The form of the shoe hasn't changed much in all these years, but modern man no longer breaks his finger-nails struggling with knotted laces, nor does he spend time inserting their end in holes, for there are no laces. One snapper button does the job. The shoes are, of course, made of pliable plastic, with breather pores just large enough for air, but too small for water.

This is the Solo-suit, the greatest time-saver of the twenty-first century. Not a button. Only two zips, and it's on or off. Suit and shirt in one, no collar-button, collar, or necktie. Purchasable in drug stores, it comes in three sizes only, wrapped in Cellophane, of course. No fitting. Knit of a mixture of transparent synthetic yarn and infinitely fine beryllium threads. Knitted with "Lastex" at wrists and ankles, the sleeves and trousers are kept from getting into things. Seldom needs cleaning, as dust does not adhere to the surface, needs no ironing, and is wrinkle-proof. The beryllium wires carry the warming and cooling Omega waves.



The colour of the garment can be controlled by varying the plating of the beryllium copper wire. The gentleman, for example, may start to the office in a rich gun-metal Solo-suit, drab in colour, but scintillating with life. In the afternoon, there is a directors' meeting, so he changes to a deep maroon; and, for dinner, the change is made in a jiffy to turquoise.



This is the Plastivest, utilitarian, but it gives scope for decorative treatment, for this is a permanent garment. It carries further wires necessary for the functioning of the Omega waves; it supports the small transmitter for the two-way telephone. To it are attached the only pockets in the garment. It is constructed of flexibly joined pieces of transparent Plexiglas\* and chrome-plated ball-chain, with infinite variations of design detail.

The highest achievement of all, however, lies in the fact that all pockets in the entire costume are attached to this vest. No longer need man spend years of his lifetime transferring the contents of a dozen pockets in one suit to a dozen pockets in another suit (still leaving, of course, his driving licence in the suit that went to the cleaner's).

These pockets are permanent, once and for all, as the same vest is worn. Spaces are organized so that not a moment need be lost in jotting down that telephone number—pen and pad are in their places.

The belt also contains the incredibly compact two-way radio set, and control switches for it and for the Omega waves that heat and cool the air-conditioned Solo-suit.



This is the Antenna Hat. It snatches radio and Omega waves out of the ether—here, at last, is man's opportunity to escape from the deadly monotony of the twentieth-century male hat. These bright metal coils can be chrome or copper or aluminum colours, shaped to express the whims of his soul and the dignity of his office. There will be a form for the Professor, one for the Man-About-Town, one for great Captains of Industry, and surely one for the Southern Colonel.



\*Plexiglas is a transparent plastic manufactured by the Röhm and Haas Company, Inc., of Philadelphia, Pennsylvania.

# Let's Go Walking

## IN HILL AND DALE SHOES



Real walking shoes, built with the comfort, soft flexibility, and just the right amount of support to make walking a delight. ● Proper design, "Lite-Foot" construction, fine workmanship and good leathers complete the beauty of Hill and Dale Shoes.

Among many new models—

Top: Youth demands the wall toe last with the squared-off toe and heel. Comes in racer snake or plain calf, in spring shades and white.

Bottom: 1939 walking classic—in white buck, with trim of racer snake in blue or black, or tan calf. Built-up leather heel gives resilience to your steps.

Hill and Dale Shoes, priced from \$6.95 to \$10, are sold by—

- |                                     |   |
|-------------------------------------|---|
| ALBANY, N. Y.—Fleishman's           | MORRISTOWN, N. J.—Mills-Grayer, Inc.    |
| ALLENTOWN, PA.—Hess Bros.           | NASHVILLE, TENN.—Meadors                |
| ANN ARBOR, MICH.—Goodyear's         | NEW ROCHELLE, N. Y.—Warre's Dept. Store |
| ASHEVILLE, N. C.—Edwin Burge        | NEW YORK—Lord & Taylor                  |
| BALTIMORE—Wyman, Inc.               | NORFOLK, VA.—Ames & Brownley            |
| BIRMINGHAM—Wheeler's Shoe Store     | NORTHAMPTON, MASS.—Montague's           |
| BROOKLYN, N. Y.—Billy & George,     | PATERSON, N. J.—Stenchevers             |
| 1478 Bedford Ave.                   | PHILADELPHIA—N. Snellenburg             |
| CHARLOTTESVILLE, VA.—J. N. Waddell  | PORTLAND, ORE.—Charles F. Berg Co.      |
| FALL RIVER, MASS.—Cherry & Webb Co. | RICHMOND, VA.—F. W. Dabney Co.          |
| FAYETTEVILLE, N. C.—Capitol Store   | RUTLAND, VT.—The Charles Sterns Co.     |
| GREENVILLE, S. C.—Meyers-Arnold Co. | SACRAMENTO, CAL.—Kyne & Daley           |
| HARTFORD, CONN.—W. G. Simmons Corp. | SAN FRANCISCO—O'Connor-Moffat           |
| HONOLULU, HAWAII—M. McInerney, Ltd. | TRENTON, N. J.—H. M. Voorhees & Bro.    |
| JAMAICA, L. I., NEW YORK—Gertz      | TUCSON, ARIZONA—Steinfeld Co.           |
| KALAMAZOO, MICH.—Gilmore Bros.      | UNIONTOWN, PA.—Campbell-Hathaway        |
| LEXINGTON, KY.—George Collis        | WALTHAM, MASS.—Grover Cronin, Inc.      |
| LOS ANGELES—J. W. Robinson          | WASHINGTON—Woodward & Lothrop           |
| LYNCHBURG, VA.—R. A. Baldwin Sons   | WILMINGTON, DEL.—Kennard Pyle Co.       |

And stores everywhere; for their names, write DIXON-BARTLETT CO., BALTIMORE, MD.



ALWAYS  
IN THE

# Swing OF FASHION



For Those Who Like the Finest

At the Leading Shops Everywhere

**Claussner Hosiery Company**  
INCORPORATED

MILLS AND GENERAL OFFICES: PADUCAH, KENTUCKY

## RUSSEL WRIGHT CREATES AN ALUMINUM FOIL COAT FOR TO-MORROW'S WOMEN



3

*Russel Wright—who made the costume shown in Colour Plate No. 3—is best known for taking aluminum out of the kitchen; for changing the character of gifts (replacing useless objets d'art with practical serving pieces); for being the first to make modern furniture out of blond maple. Born in Ohio, a child painter prodigy, he did stage-sets before entering the industrial field. He has designed cocktail gadgets, pianos, chewing-gum dispensers, linotype machines, houses, country clubs, and World's Fair exhibits. His prediction about future clothes follows:*

"It would certainly seem that the most important changes to come in clothes of the future will come in the fabrics of which they are made. Chemists and manufacturers already believe that, in this generation, dress fabrics will be made of synthetic materials that will require no weaving. Materials may be blown or rolled out like Cellophane, yet have sufficient porosity for wearability. Materials may be blown into or onto forms in the shape of dresses—without seams or sewing. Such a procedure will naturally change the design of clothes.

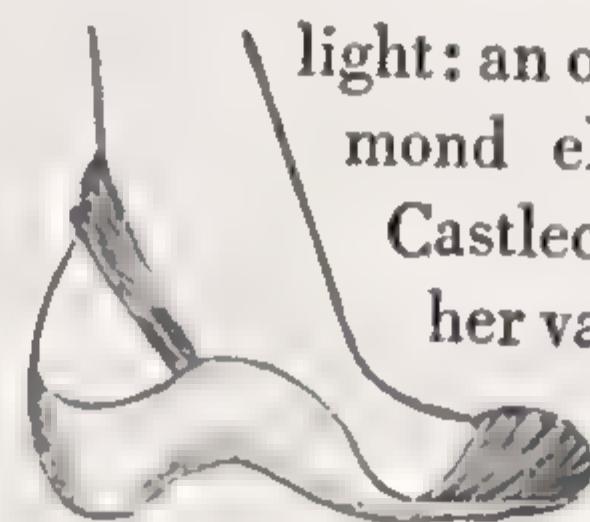


"In the absence of such basically new materials, I have made a dress of Viscose crêpe [from Ducharme]—the synthetic fibres of which have pointed the way towards future fabrics. For the coat, I have devised a novel material—a gilded aluminum foil [from Reynolds Metals]—untarnishable, waterproof, insulating—cool in summer, warm as fur in winter. [This foil was worked into a fabric by Dutschler, Trull, and Justin.]

"One can not imagine that the female of any age will cease to be fascinated with self-adornment. She may become increasingly athletic, add masculine activities to feminine ways, but she probably won't adopt masculine repressions and restraints which seem to demand uniformity. Although her clothes will continue along the basic trend toward functional simplicity, simplicity of design per se (that is, severity) will never be important.

"Her dress may have considerable flexibility—it may be quickly changed to express changing moods. If she wishes great freedom of movement, she can hitch up a part of the skirt.

"She may go in for a great deal of decorative jewellery, because of the inexpensiveness and beauty of the new chemical materials. She may wear in her hair a headlight: an ornamental cylinder with a huge man-made diamond electrically lighted." [This was executed by Castlecliff.] "On her wrist, a bracelet that holds all her vanity equipment. On her feet, shoes with uppers woven with 'Lastex' and soles moulded to the shape of her feet." [Executed by Palter DeLiso.]





## RAYMOND LOEWY, DESIGNER OF LOCOMOTIVES AND LIPSTICKS, CREATES A FUTURE TRAVEL DRESS



LEE PEARLY

4

Raymond Loewy, who made the dress shown in Colour Plate No. 4, was born in Paris and is now an American citizen. He has received numerous awards for his motor-car, speed-boat, and plane designs. Among his major accomplishments: designs for crack trains for the Pennsylvania Railroad; plane interiors for Curtiss-Wright, Douglas and Boeing; transcontinental buses, Studebaker automobiles, the interior of the Railroad exhibit, House of Jewels and the Chrysler exhibit at the World's Fair. Here are his words about clothes of the future.

"IN the future, people will travel much more; they will cover greater distances at higher speeds than at present. A New York business woman, for instance, may decide on a hurried trip to California when travelling time has been reduced to, say, six or seven hours. She will want to travel light and take with her only a minimum of luggage. Instead of taking along both a day and a dinner dress, she may wear a garment that readily can be converted into one or the other.

"The dress I have designed is an attempt to meet such a need. It is a day dress, of a light-weight wool, with sleeves that can automatically be changed—converting it instantly into a dinner dress. It also indicates how an outfit with sleeves, suitable in the cooler climate of New York, can be transferred into a sleeveless dress for an evening in Florida. With dresses as adaptable as this, a woman could travel with no more luggage than a bag—a bag such as the coral felt one carried in this instance—and a small overnight case.

"For her hat, an entirely new design is suggested: a skull-cap with a revolving Polaroid visor that can be out of the way, fitted snugly against the crown of the hat, or lowered in front to the eyes to eliminate all glare.

"It seems to me that the important improvements and innovations in clothes for the World of To-morrow will be in the fabrics themselves. It is reasonable to assume that new types of fabrics will be developed which will greatly affect the design of clothes. Such fabrics, might, for instance, be constituted of microscopic cellular construction, made of a contracting and expanding fibre. When affected by atmospheric variations, the cells would automatically open or close and regulate air penetration. In other words, fabrics would be air-conditioned. Stitching will probably be replaced by some cementing or moulding process.

"As for general lines, few improvements have been made in the last two thousand years, and all the best dress designs I have ever seen can be directly or indirectly traced to the Egyptians, Chinese, or Greeks. Various motion-picture films, predicting the life of to-morrow, have shown men and women in various scanty and often attractive-looking attire. This is all very well, because the individuals are usually young and good-looking. Unfortunately, this type of clothing doesn't seem adapted to contemporary individuals. But eugenic selection may bring generations so aesthetically correct that such clothes will be in order."

## SO PROUDLY WE HAIL!

"GALLANT"  
in  
Brewster Fur Felt



"PIONEER"  
in  
Brewster Fur Felt

We are proud to present the new Brewster hats—fashioned for the America which knows the value of smooth, tailored sophistication. Designed to catch in their smart lines all the buoyant grace that the season holds for America.

# Brewster Hats

*Tailored-to-type*

411 Fifth Avenue, New York



# MAGIC MATCH-ALL



140 Colour Combinations

## The neatest button trick any smart frock ever knew

Create your own colour schemes...subtle, daring, entirely yours...with Match-All two-tone buttons. Colour plays so vital a part in the fashion picture that it's good to know you can now have countless new combinations. It's all very simple...you place a top of one colour on a base of another and sew the two on as one—just as you would any ordinary button. The colour possibilities are almost infinite—and tremendously effective.

Please see the Match-All cabinet at the best button counters. Pick up the parts, try your hand at combining colours to gain new and telling effects. And meanwhile, send for your free booklet "Colour Tricks".



There are slides to match all the buttons—a hundred and forty combinations.

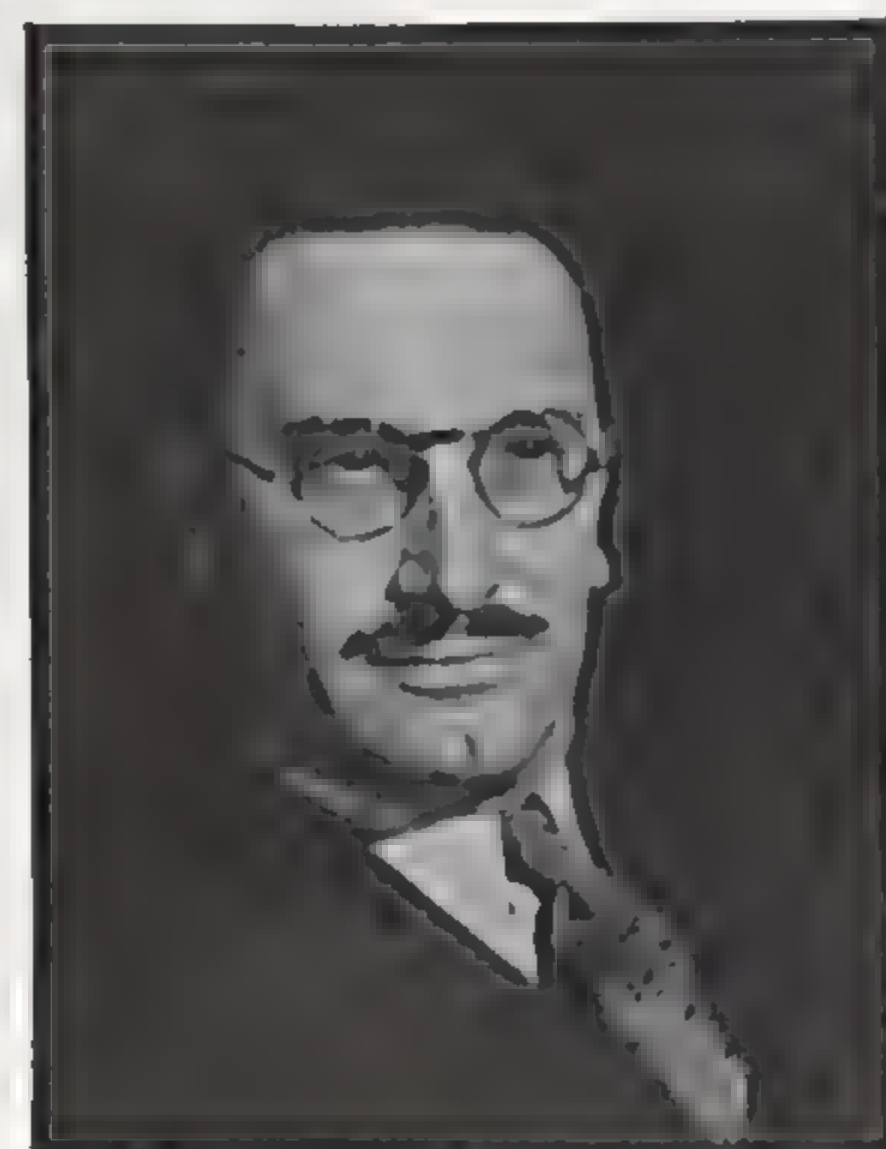
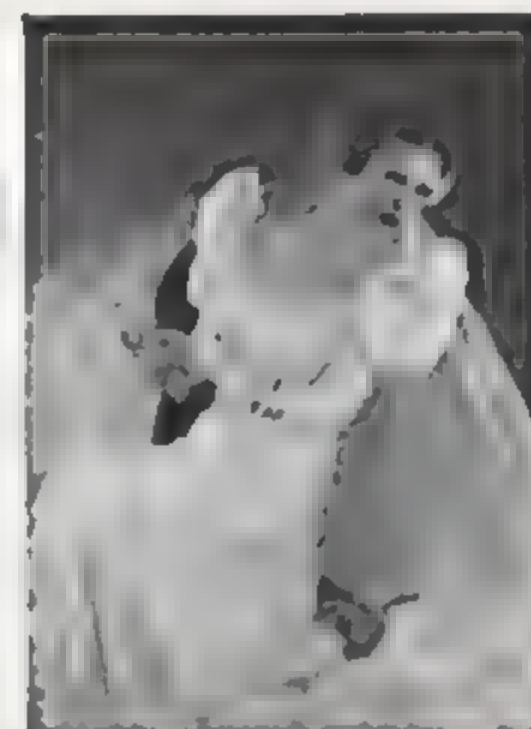


Send for a free booklet "Colour Tricks"...it gives helpful fashion hints for clothes of all colours.

**Bailey, Green + Elger** INC.

IMPORTERS • 136-146 MADISON AVENUE, NEW YORK CITY

## WOVEN GLASS FIBRE COSTUME FOR A FUTURE BRIDE DESIGNED BY EGMONT ARENS



5

*Egmont Arens, who made the costume in Colour Plate No. 5, has worked at a blacksmith's forge, spun metal, set type, was printer to the Washington Square Bohemians, edited magazines, and, by chance, became an industrial designer when some chandeliers he made out of metal kitchen utensils became a huge success. He has designed almost everything: coffee-mills, meat-slicers, dish-washers, mixers, scales, electrical appliances—exhibits for the World's Fair. Here are his views about glass....*

"SOME time ago while wandering through the Chemical Show, I came upon an amazing exhibit of modern industrial glass techniques. Here were photographs of the largest piece of glass in the world—a mirror for a telescope weighing many tons, and here also were actual samples of glass blown out to fibres thinner than a spider's web—fibres that had the strength and sheen of the finest silks.

"Here was truly a 'fabric of the future,' for, although still a laboratory experiment, it was easy to predict a thousand uses for it. Imagine a textile of the brilliance and lustre of silk that will be practically everlasting. It will forever defy all corrosive action—dampness, acids, dirt. Age will leave it unimpaired, for its molecules defy penetration.

"When I ventured to suggest that it would some day be used for making beautiful evening gowns, the experimental engineers, being conservatives—as all good scientists must be—merely said, 'Perhaps, perhaps!' Then they showed me glass yarns and weaves already being used for filters and electrical insulation. Experiments were also under way to develop glass fabrics for decorative purposes. Finally, I persuaded them to release some of the fabrics for what we would call a preview on a dress not of to-day, but of to-morrow.

"My costume for the 'Glass Bride' was designed mainly to show the beauty of this new synthetic material. What appears to be silk in this costume is really glass, and what appears to be glass is something else again.

"Since the dress has none of the transparent, brittle quality associated with glass, I chose new synthetic materials for the dress accessories, to evoke the crystal effect in my costume. The bridal veil is made of Pliofilm, a new transparent rubber from the Goodyear Rubber Company. The diadem, necklace, bracelet, and dress ornaments are made of du Pont's 'Lucite,' a transparent plastic material. The heels of the shoes are also of Lucite, the uppers of glass fibre. The diamond-like brilliance of this plastic is demonstrated by the sequins used on the belt.

These sequins are really 'Stimsonite' traffic reflectors of Lucite, made by the Signal Service Corporation. They are warranted to pick up and reflect the light from an automobile headlight a mile distant."





# NEARLY NUDE EVENING DRESS DESIGNED BY WALTER DORWIN TEAGUE



6



GEORGE W. VASSAR

Walter Dorwin Teague, who made the costume shown in Colour Plate No. 6 of this issue, has designed everything from tractors and machine tools to beach houses and luxurious apartments—"anything from a match to a city," in his own phrase. He is a member of the Board of Design of the New York World's Fair, and has, in addition, planned and designed the Exhibits of the Ford Motor Company, United States Steel, du Pont, Consolidated Edison, Eastman Kodak, National Cash Register, and A. B. Dick. He also did several exhibits at the San Francisco Fair.

"WOMEN of the future," believes Mr. Teague, "will certainly possess at least as good taste as they display today. Probably good taste will be even more wide-spread. Therefore, women's clothes of the future will not be bizarre or extravagant. They will resemble in line the better and simpler styles of the present and past."

"Evening clothes particularly will serve no utilitarian purpose whatever. With universal heating and air-conditioning, clothing will not be expected to keep women warm or cool. Most women will have beautiful bodies, and the present trend toward nudity will continue at an accelerated pace. Women's gowns will be designed to reveal the beauty of their bodies and will afford only the minimum of covering that will accentuate their attractiveness. Materials, however, will be draped to reveal their own maximum beauty. These materials will be of chemical origin, and many will be either transparent or translucent, with an individual life of their own."

"Entirely of synthetic materials is the evening dress suggested. Part of it is made of du Pont's 'Cellophane,' which has been knitted like jersey—a lustrous, transparent fabric that falls in beautiful folds. And part of it is made of Tennessee Eastman's opaque 'Teca' fabric. The braided straps and cords that accentuate the contour of tomorrow's perfected body are also of the same materials."

"For the lady-of-the-future's feet (stockingless feet)—shoes with high platform soles and heels of 'Lucite,' a transparent plastic as clear as crystal. 'Cellophane' cords pierce the soles and form sandal straps."



"For her hair—a semicircular comb that fits closely around the back of the head—a scalloped comb made of another transparent plastic, 'Catalin.' The lady wears no jewelry, but she has sprinkled her hair with gold dust."

## IMMEDIATELY EFFECTIVE ... this

# Delettrez (DEL-E-TRAY) DAILY RITUAL

TO have and to help prolong a radiant complexion . . . your *first* duty! With just a very few minutes' care *daily* every woman can retain her utmost in loveliness. The Delettrez Daily Ritual is simple... joyously effective. Here's how it works:

## ... Cleanse

... thoroughly, face and neck. Delettrez Cleansing Cream is created to help float out hardened particles, which, otherwise, tend to expand the pores. In \$1; 2.50; 4.50 sizes.



## ... Tone

Next . . . remove all cleansing cream. Delettrez Skin Tonic tones the skin and helps remove the oily pore deposit. In \$1; 2.25; 4.00 sizes.



## ... Soothe

The last step . . . beautify with Delettrez Buttermilk Cream. The formula is very, very old. Its magnolia-like softness is a promise of kindness to your skin. In \$1; 2.25; 4.25 sizes. Every day . . . cleanse . . . tone . . . soothe . . . and note the difference!



# Delettrez (DEL-E-TRAY)

beauty aids are sold in many shops in many cities. If you don't find them in your favorite shop, write Delettrez, Inc., New York City



# WORLD'S FAIR WEATHER AHEAD

for  
*Doris Dodson*  
originals



Photographed on the grounds of the New York World's Fair, C/O N.Y. W. F.

So much to do, so much to see! And Doris Dodson new Junior Originals to take you places as fresh as Spring and as smart as you can be. Here are two, out of dozens you'll want. Both in Raratan, that grand Arnotex fabric. Both with those nice touches that make Doris Dodsons different! Around \$6.50.

(Left) "Tricky-Teen", Trick panel pleats all the way up and down, back and front. "Irish lace" printed stripes. Navy, Raspberry, Teal, with White. (Right) "Tomboy", two-piecer. Tuck-in blouse, tucked bosom, pearl buttons. Skirt with boyish "trouser" loops. Aqua, Sail Blue, Raspberry. Sizes on both, 11-17

For the name of the nearest store that sells Doris Dodson Originals, write to:

DORIS DODSON • ST. LOUIS • CREATOR

AN ARNOTEX

FABRIC OF

du pont

spun rayon

AND

NOIL SILK

## NO MECHANISTIC CLOTHES FOR FUTURE WOMEN PREDICTS GEORGE SAKIER



7

George Sakier—who created the costume in Colour Plate No. 7—is an engineer and an artist. He has designed innumerable products, decorative and utilitarian, mostly for the home—from table glassware to steel kitchens. Week-ends on his Delaware Valley farm, he works on a fantastic power-plant and paints pictures. He owns a choice collection of "Modern Primitives." Here's what he says about future clothes.

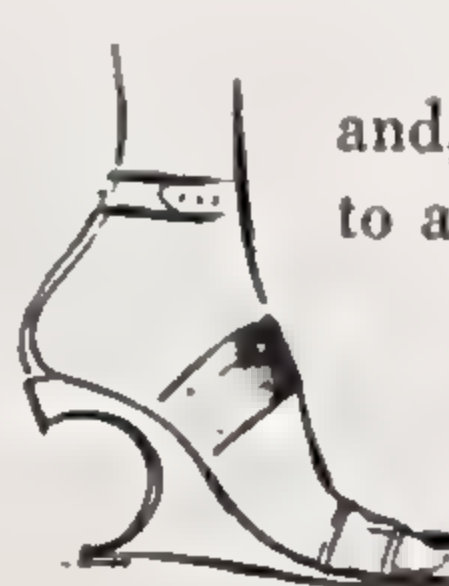
"THE woman of the future will be tall and slim and lovely; she will be bred to it—for the delectation of the community and her own happiness. She will have a new freedom in time and space. She will move in a world of vast horizons. Her view-point will be clear and direct. She will be free from complexes and inhibitions. Her clothes will be simple and free from fantasy.

"She will take the miracles of science for granted, and will not make a fetish of functional forms, or of design-for-function. She will dress then, as now, for beauty and charm. Because she will freely invade the air—in planes for transport, gliders for sport, and parachutes for emergency—skirts will be irrelevant.



"On all her costumes, a wide belt is worn—a hypothetical receptor for high-frequency radiations, emanating from a central source. These are to adapt the body to temperature and altitude changes, by regulating circulation and respiration. [Mr. Sakier's idea of the belt was executed by Accessocraft.]

"The sports costume is short shorts—practical and flattering to the leg; a blouse that is not much more than broad suspenders; and, of course, the wide energy belt. The day costume has graceful tapered trousers, with doublet effect to flatter the 'behind.' The blouse has sleeves and a ruffle to provide the feminine touch. The evening costume also has gracefully tapered trousers.



"The standard heel, which is virtually a column and, therefore, implies bearing of a load, I have changed to a cantilever arch to achieve a lightness and 'lift'—in character with the dress. The point of bearing in this shoe is exactly the same as the standard heel, and disturbs none of the customary equilibrium." [They were executed by Seymour Troy.]



## HENRY DREYFUSS, DESIGNER OF TWENTIETH CENTURY LIMITED, CREATES FUTURE EVENING DRESS



8



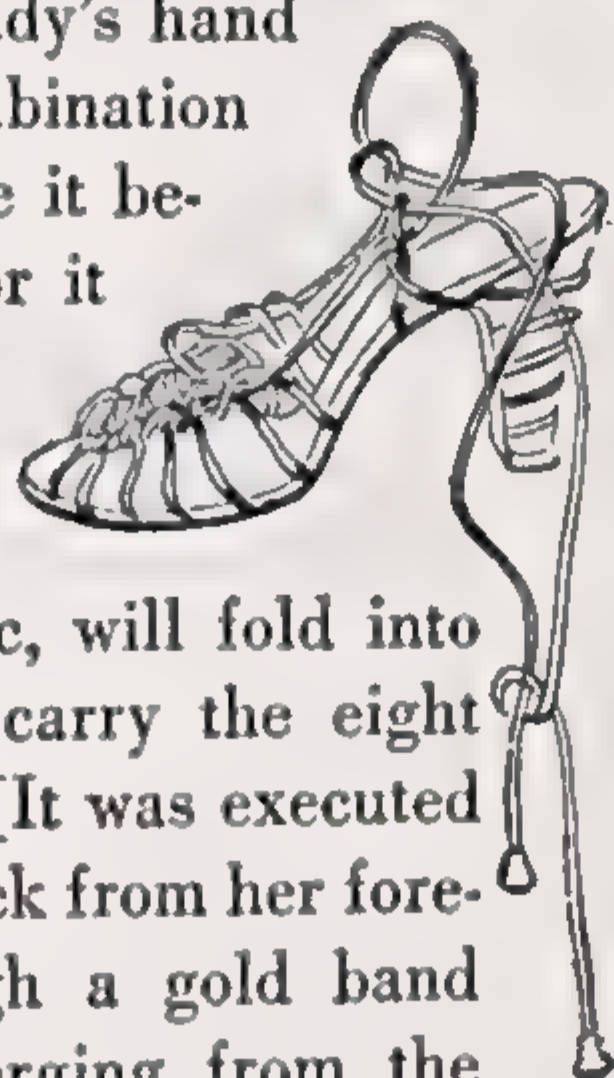
Thirty-four-year-old Henry Dreyfuss, who created the dress shown in Colour Plate No. 8, is the designer of the new Twentieth Century Limited; modernizer of alarm-clocks, refrigerators, washing-machines, tractors, vacuum cleaners; inventor of spill-proof lunch trays for airplanes; and creator of the fabulous "Democracy" inside the Perisphere at the World's Fair. He was born in New York, has a penthouse in town, where he grows tulips, and a farm in the country. Here is his answer to the challenge to create a dress for future women.

"THOUGH I don't fancy myself as a couturier, I have high hopes that the not-too-far-in-the-distant-future lady will want to turn into a beautiful doll at night. She may brave the elements when she is dressed for it, but, when I dress her up for the evening, she must be feminine enough to scream blue murder when she sees a mouse.

"Her dress assumes that an elastic and very transparent net has been invented—the whole top of the dress, from the waist-line up and including wrist-length sleeves, is skin-tight and made of this black net. The very full skirt is of the stiffest and shiniest satin...but, in the twenty-first century, it would be made of some yet-to-be-invented CONDENSABLE fabric. In that distant day, it will contract enough to pack easily into a small suitcase and upon arriving, say, in Paris, will be steamed and immediately take its present shape.

"The tendrils that decorate the skirt and intrude upon the bodice—to get this girl by the censors—are of gold braid, or maybe sprayed metal. On her wrists are wide bracelets (see sketch at left, below) composed of a series of gold metal tubes edged with rubies and sapphires. On her finger, a tube ring to match. [Marcus executed them.] On her feet, gold kid sandals [executed by Delman] spiralled with the same braid as on the dress.

"That strange gadget in the lady's hand is (or will be when perfected) a combination electric fan and vanity-case. (You see it below.) Nothing coquettish about it, for it will get its current by radio waves through the ether and will cool this girl, as well as clip the noses of any unwelcome suitors. The propeller-like blades, made of a transparent plastic, will fold into the interior, which is commodious enough to carry the eight million contraptions that crowd today's purses. [It was executed by Volupté.] This siren's hair is pulled tightly back from her forehead and then slipped through a gold band (matching the bracelets), emerging from the band in a tremendous corona of curls. Around the ears and back of the neck are formal rows of curls—how's that for a crown of glory?"



such Attention can be Yours



\*Pat. No.  
2128568

BE  
*Glorified*

BY GOSSARD

The center-of-all-eyes wears Gossard's bosom-high\* girdle to give her a fragile stem-like waist, and an ingenious uplift to sculpture her bosom. Both are vital to the new "X" silhouette... broadened shoulders, a bell-shaped skirt—and a tiny waist for contrast. The bosom-high\* girdle is model 508 and the uplift, model 8010.

THE H. W. GOSSARD CO.  
Chicago New York San Francisco  
Dallas Atlanta Toronto  
Melbourne Sydney Buenos Aires

The GOSSARD Line of Beauty



When you map out your  
wardrobe include  
"About San Francisco"



Designed  
by  
Ethelle

A sort of modern madness, perhaps, but a clever whim interesting women will adopt ... to wear the geographical charm of San Francisco in a fascinating print. The ornamental result is shown in the Angel Wing style with lastex belt and matching hat. Gold, cerise, aqua, dark blue. Sizes 12 to 20.

Dress . . . . 4<sup>95</sup>

Hat . . . . . 1<sup>50</sup>

Children's bolero dresses  
in the same colors. 7 to 14

2<sup>95</sup>

Since 1850  
**City Paris**  
DOUGLAS 4500 PAUL VERRIER, PARIS  
SAN FRANCISCO

Order by mail, or write for  
booklet of other styles and prices!

## JOSEPH B. PLATT DESIGNS AN ELECTRICALLY HEATED COAT FOR TO-MORROW



9

Joseph B. Platt, who created the electrically heated coat shown in Colour Plate No. 9 of this issue, is a designer; style consultant; Decorating Consultant for House and Garden; specialist in retail consumer merchandise, in all the elements of over-the-counter purchase; specialist in dress fabrics, drapery fabrics, floor coverings, furniture, product and container design; counsel to manufacturers in the development of colour, form, pattern. Here is his explanation of the coat he designed for women of to-morrow to wear:

"FEEL that in designing clothes for to-morrow—whether it is the to-morrow of five, ten, or a hundred years from now—the basic premise is to enhance feminine charm. That basic premise has varied very little in the past and present—and will probably vary very little in the future. Only two or three elements influence design—world interests, functional quality, and manufacturing progress.

"While, substantially, fabrics remain basically the same as in years past, great progress has been made recently in certain manufacturing processes—especially in developing yarns and finish. This chemistry of yarn treatment points to unimaginable fabric advantages of to-morrow.

"Fabrics have come to do many things—to shed water, not to crush, to be eternally crisp, or eternally soft; or—as in the case of this coat—a fabric that can be heated at the will of the wearer, like a General Electric blanket. This sports coat is of a soft woollen fibre [a Kinyn camel's-hair] hypothetically woven with a fine wire that carries heat, generated by condensed batteries housed in the battery pockets on the front of the coat. Red and green slide-fasteners open the coat diagonally—and decoratively.

"Even though the world of to-morrow is universally air-conditioned, there will probably be a personal preference for good old-fashioned outdoor air, and this coat will permit our future sissified systems to take it without pain. With this coat, the wearer may use an open sports car or plane and plug the heat contact into a provision in the car.

"This coat hangs full and free from unusually cut shoulders, is easy to move in, and has an attractive enveloping quality. The sleeves continue into mittens and are Talon-fastened to permit hands in search of a cigarette to slip out easily. A hood embellished with yarn pompons frames the face. And boots, of yellow suède, Talon-fastened up the side, are stream-lined to the calf." [Built on platforms to match, they were executed especially by Seymour Troy for Joseph Platt, their designer.]



## ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on fashion and costume; on household decoration; on shops dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine, by conforming to the following rules:

(1) The name and address must be legibly written or printed at the beginning or end of every letter.

(2) Unless especially requested to keep a reply confidential, Vogue is privileged to publish (without actual names) any inquiry and answer that it considers of interest to its readers.

(3) In order to answer all inquiries promptly, it is suggested that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter.

Mr. J. L. F.: What are the exact duties of a butler in a private house?

Ans.: If there is no housekeeper, the butler assumes executive command. He orders supplies, keeps accounts, and engages servants. Ordinarily he has charge of the dining-room, pantry, and parlour floor. He supervises all the meals and chooses the linen, china, and silver for each meal.

In general, the smaller the house, the more manual labour a butler has to do. He may be required to keep the pantry in order, clean the silver, and even help with the dishwashing. He answers the front door and telephone, and, in small country places, occasionally takes the place of chauffeur and valet.

Mrs. T. H.: Have you some original suggestions for announcing an engagement, also for "thank-you" notes for engagement presents?

Ans.: There is no "original," yet well-bred way to announce an engagement. An engaged girl simply tells her friends or writes a note. If, however, an entertainment is planned, it is given by the bride's family, and the guests are presented to the future bridegroom by the father of the bride, who may introduce the young man as his son-in-law.

Close friends and bridesmaids often give engagement presents, and these may be acknowledged by informal notes.

Miss M. B.: I am planning an informal dinner-party for a young engaged couple. Should the invitations be in writing or by telephone; and should my sister be mentioned as a hostess, as she will also be present?

Ans.: For an informal dinner-party, it would be entirely suitable to call your guests on the telephone. When you invite them, tell them not to dress.

If your sister is no longer living at home, it is not necessary for her to act as "co-hostess," though it is perfectly correct.

Miss M. D.: When serving wine at the table, why is the host always served first? How often should the glasses be refilled, and what is the proper time to remove them? What shapes are correct?

Ans.: The host is poured wine in his own glass first simply to make sure it has not spoiled; in which case, another bottle is opened at once.

Wine-glasses need not be removed from the table during the meal, and ordinarily sherry is served only once, in the V-shaped glass, and the glasses not refilled. Champagne, in its own wide, flat glass, may be served throughout the meal and refilled constantly. All other wines are poured only half-full, to preserve the bouquet, and they may be refilled several times. White wine and claret glasses are tulip-shaped, with Burgundy glasses a trifle larger. Burgundy and Bordeaux are never served at the same meal. Lighter wines should always be served before the heavier types; and one should never serve a dry white wine after a sweet one.

## The Success School OFFERS A SIX WEEKS' COURSE IN Face • Figure • Fascination



"Now at the finish of my six weeks' course with you, I find that a miracle has been accomplished...I lost nearly thirty pounds, but my face, due to the DuBarry Beauty-Angle Treatment, is firmer than ever before...I wake up with eagerness to face the day, full of the desire to lead an active, constructive life...Thank you eternally for giving me a new lease on life..." From a letter from Mrs. Edward A. Marks whose actual transformation at the Success School is shown in the super-imposed photographs above.

**NOTHING SUCCEEDS LIKE THE SUCCESS SCHOOL** in making a new woman of you, physically, beautifully and...psychologically. So whether you are in need of a complete rehabilitation—as Mrs. Marks was—or feel the urge to live your life on a more satisfying plane—come to the Richard Hudnut Success School!

**WHAT YOU CAN EXPECT OF THE SUCCESS SCHOOL:** You can expect our Ann Delafield to take you in hand and, by means of a co-ordinated head-to-toe course, help you to make a success of yourself. Six weeks later you will graduate a lovely, graceful, gracious person—the delight of your family, the envy of your friends...poised, at ease in any situation, groomed to smart perfection!

**ENROLLMENTS LIMITED!** Because each client's progress is individually supervised, each class is limited to twenty. As this space is inadequate for more than a hint of what this course offers, it is urged that you visit or phone the Salon (Plaza 3-6930) at once for a consultation with Miss Delafield. Or send the coupon below.



**RICHARD HUDNUT SUCCESS SCHOOL, Ann Delafield, Directing**  
693 FIFTH AVENUE, NEW YORK CITY

Will you kindly send me your booklet giving complete information concerning the Success School.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



CRUISE PERFECT

Lynn Gray

DU PONT SPUN RAYON OF COURSE



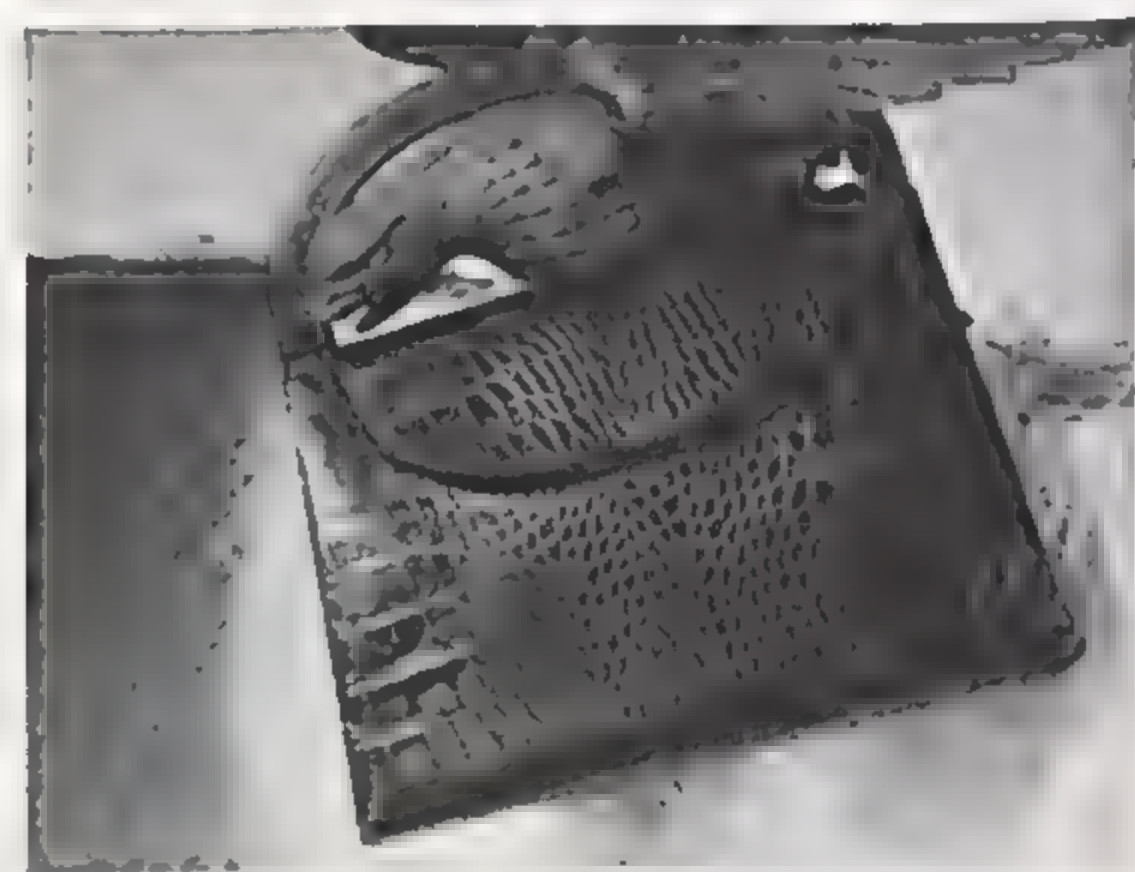
"SHEER 'N KRISP" is the fabric  
...pluperfect for ship-  
board luncheons...as fresh as  
the flowers in port. No  
wonder the world of smart women  
worships Du Pont Spun Rayon.  
So luxurious, chic, wrinkle-  
resistant. Sun jewel colors in  
sizes 12 to 20. You'll swoon with  
joy at the price—only \$6.50  
Rayon Division, E. I. du Pont de Nemours & Co.  
Empire State Building, New York City

Arnold Constable . . . New York City  
Strawbridge & Clothier . . . Philadelphia  
L. Bamberger & Co. . . Newark, N. J.  
May Co. . . . . Los Angeles  
J. N. Adam . . . . . Buffalo  
Bowman's . . . . . Harrisburg, Pa.  
Rutland Bros. . . . . St. Petersburg  
H. Leh & Co. . . . . Allentown  
Rosenbaum Bros. . . . . Cumberland, Md.  
The Paris . . . . . St. Joseph, Mo.  
Sweetbrier Shop . . . . . Amarillo, Texas  
Sigal's . . . . . Easton, Pa.

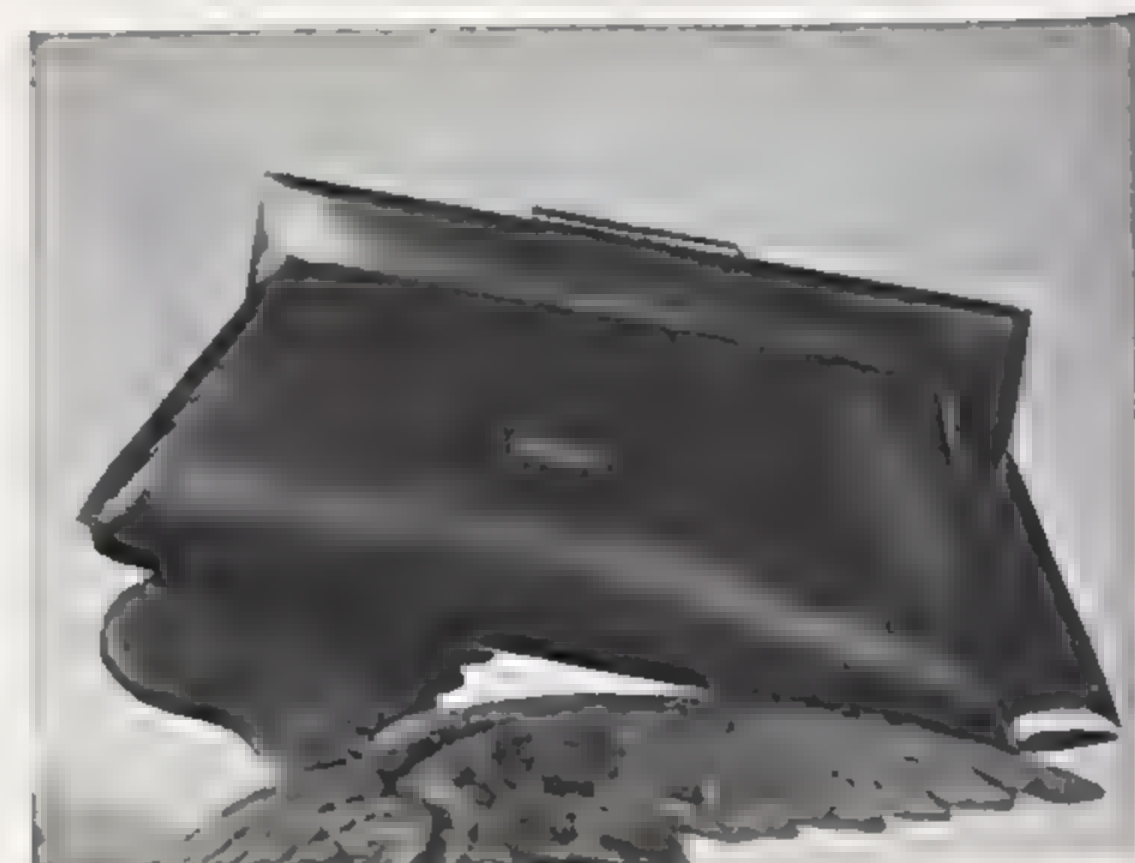
or write LYNN GRAY, Inc.  
1375 Broadway, New York

## AMERICAN HOLDINGS—

It's sleek and handsome as a villain—  
this bag of black alligator calf, with  
black calfskin handles looping over  
the top. From David's, Fifth Avenue



A Koret pouch bag of navy-blue calf,  
that yawns wide open for your in-  
spection. A veritable "trunk" for all  
your odds and ends. From Altman



An enormous black patent leather bag,  
a gaily checked lining—Lewis' bag  
for your black and white outfits. You  
will find it at Saks-Fifth Avenue



Alligator—unpolished and soft as a  
glove! Koret's huge bag made of it  
has a double personality, being two  
separate bags in one. Bonwit Teller



It looks like expensive parquet floor-  
ing, this Virginia Art bag of birch  
wood veneer, unbelievably light-  
weight. From Dunhill, Fifth Avenue



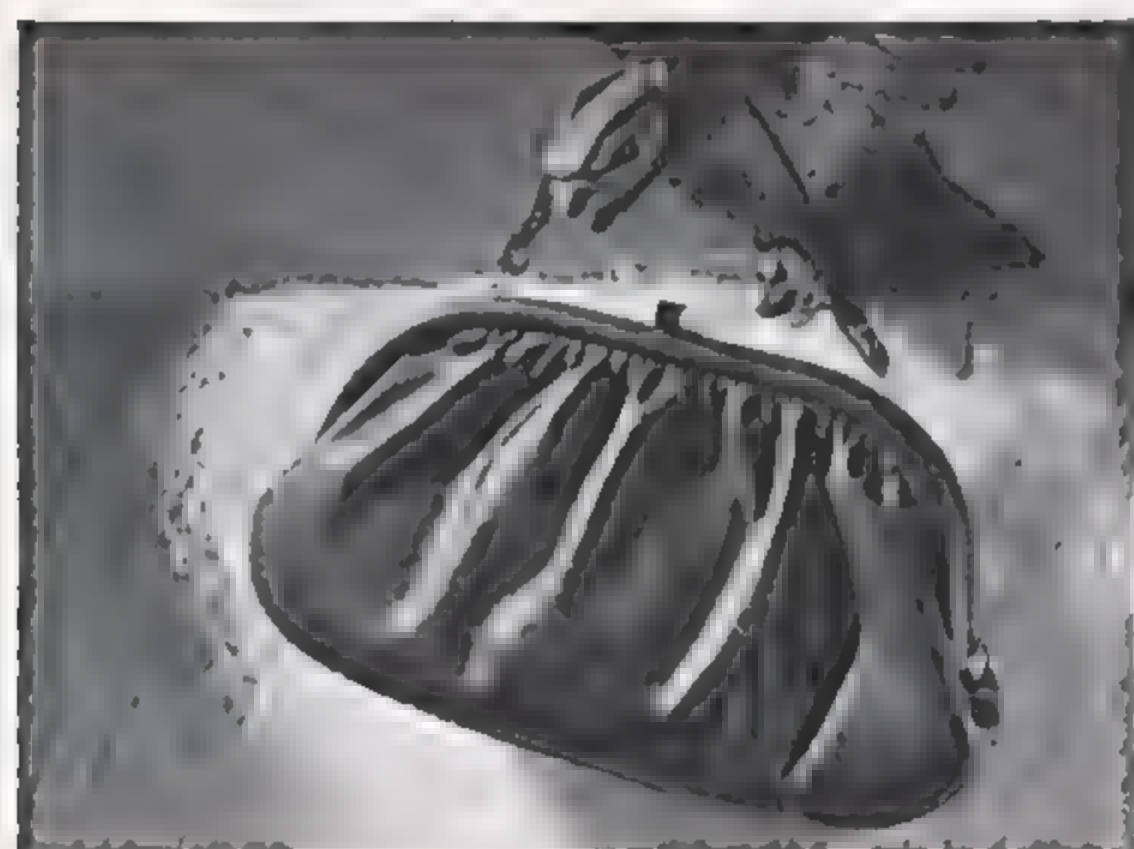
For dining and wining, this new Magid  
bag of black corded crêpe. If you are  
an inveterate clutter-upper, use it for  
an evening bag. Lord and Taylor



HIRSCH



## BIG ENOUGH FOR EVERYTHING



This spring, combine wine with pink or grey: for example, this Goldsmith bag of soft wine-red calf, almost big enough to sleep in. At B. Altman



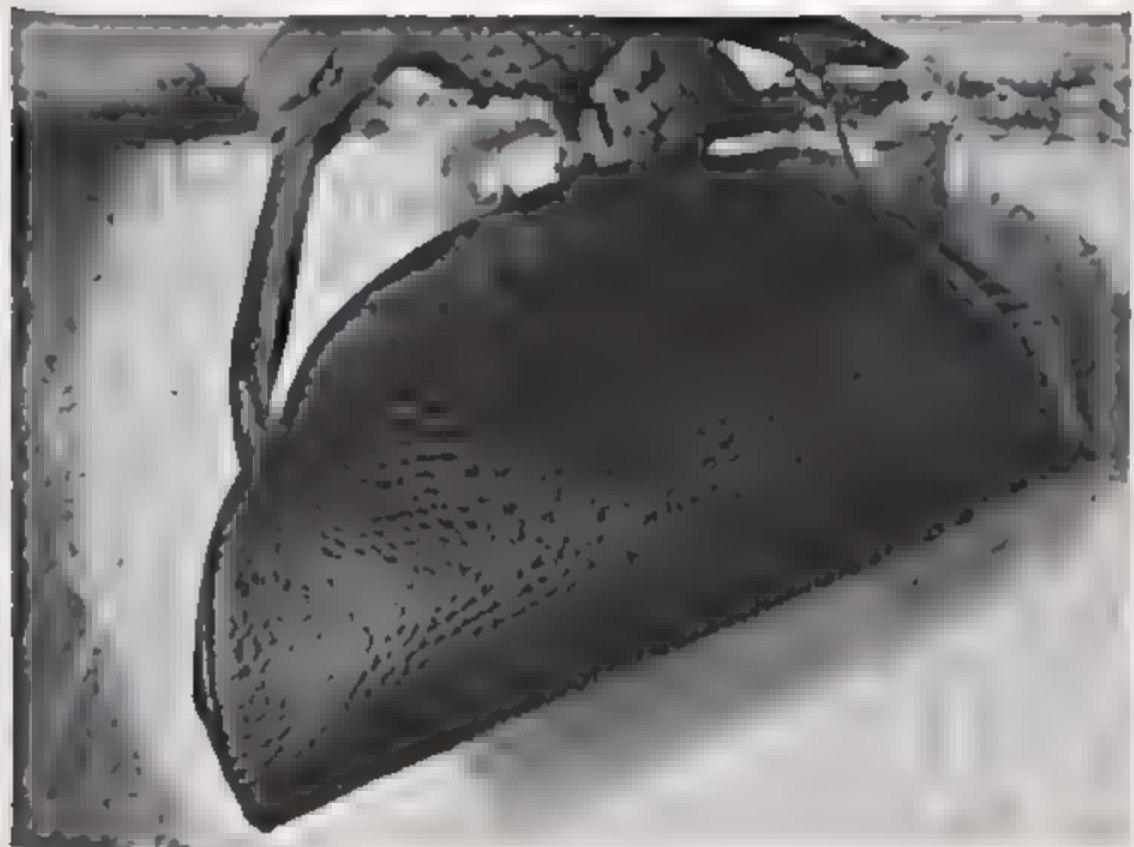
Swing it over your shoulder as the mailman does his—this rust-coloured Bienen-Davis bag of calfskin. Rust is what you want with beige. B. Altman



Snakeskin is news in a tender char-treuse. A big, squashy bag to make an impertinent fillip against your new black spring suit. I. Magnin



This is really a miniature suitcase. It will even hold your nightie and tooth-brush. Of natural pigskin, Talon-fastened. At Abercrombie and Fitch



If navy-blue comes, can spring be far behind? This year you'll wear it more than ever; so consider this Gold Seal blue alligator bag. Saks-Fifth Avenue



A brilliant bag, for a conservative suit—square envelope of vermillion calfskin, with curious rounded edges. It, too, will hold all. Mark Cross

## LIPSTICK

*toujours Moi*  
"ALWAYS ME"



C O R D A Y



## YOU WALK EIGHT



*Alice Hughes*  
whose syndicated column is famous—is here caught by the candid camera of Eric Schaal during an interview.

## "HANDS THAT DO THINGS" know the alluring beauty of Barbara Bates hand care

Alice Hughes' hands—those of a famed reporter who gathers and writes the news that interests millions of women readers—are an eloquent testimonial to the fingertip care her column counsels. Your hands . . . professionally or otherwise busy . . . should never fail to follow the hand and fingertip care Barbara Bates outlines in her famous Manicure Treatment. Her manicure exclusives and delightful nail lacquers will do wonders to keep hands looking alluringly beautiful and young.

### "Dawn"

#### THE NEW COLOR FOR SPRING FINGERTIPS

Barbara Bates has created an enchanting new polish that you will wear for Spring . . . beautiful on all nails. Be sure to ask for "Dawn" for immediate fingertip glamour.

**Barbara Bates**  
... FOR THE BASIC MANICURE TREATMENT

565 FIFTH AVENUE, NEW YORK CITY

ON pages 110 and 111 of this issue, you will see Vogue's suggestions for five shoe wardrobes. (Perhaps two shoes, in the smallest group, seem hardly enough to call a wardrobe; but these are very special shoes.)

Here are additional choices; you will notice, almost without exception, they are built for the free-and-easy stride that marks the American Walk. For some God-given reason, it has become smart to be comfortable. And "feet that hurt" are practically as obsolete as fainting fits or the vapours.

Choose, then, for the spring shelf on your shoe-closet, at least one pair of shoes with a firm and lowish, if not actually low, heel. You will find, this year, more variety in this type of shoe than you have ever been able to find before. More shapes in low heels; more kinds of leather in the shoes; more room for your toes in all of them.

You'll see a half-dozen shades of brown—ranging from bright rust to dark brown, and back again to a pale coffee colour. You'll see a great deal of patent leather; much blue in calf and in kid; and beautiful new variations in the beloved wine shades. And you'll choose your new shoes in the new way—as an accessory to the colour theme of your wardrobe.



1. The shoe to walk in—of rust crushed calf, with thong lacing all around. It will support you bravely while you walk that average of eight miles a day. It's the Bramley shoe at Franklin Simon.
2. The built-up heel—resilient to your step. This Oxford is of fine wine llama calf, tying neatly over your vamp. Wear it with navy-blue or beige. British Walker shoe; Lord and Taylor.
3. To follow your footsteps o'er hill and o'er dale—this simple pump of rust-coloured "Lastex" kid, with calf at the heel and toe. It manages to be extraordinarily light-weight. Florsheim.
4. Endlessly useful—the black patent leather pump with a medium heel. This one has a smart, squared-off, walled toe, and a neat, folded bow of patent leather smack in front. Macy's.



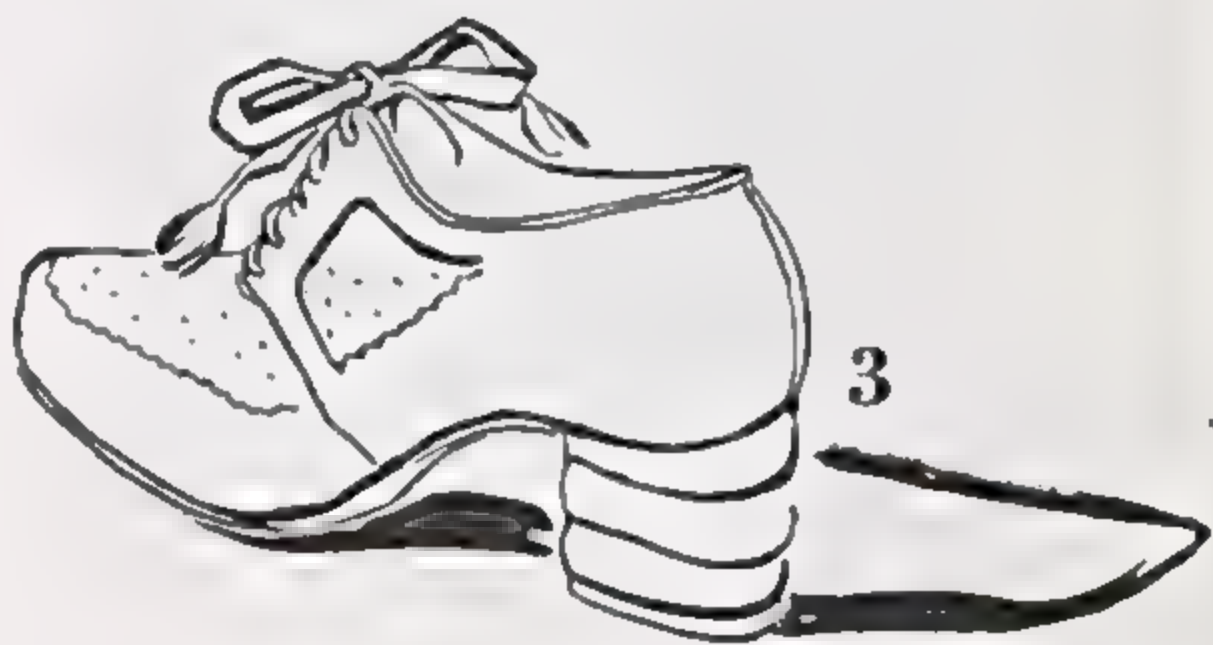
## MILES A DAY



1. The very footstep of spring—a navy-blue pump of baby calf, perforated along the edges and across your toes to show white beneath. The heel is medium high. A Collegebred shoe

2. A sabot, with a rocking sole, of black patent leather, with a Pilgrim Father buckle. The heel is shaped like a pine-cone, but is quite firm. The toe is walled all around. J. and J. Slater

3. A classic, good-looking Oxford, of calf and reversed calf, with the new spool heel, just the right height for campus and country. Navy-blue, for your spring suit. A Foot Saver shoe



4. The casual town shoe for the woman who likes a medium high heel—of black crushed kid, distinguished, yet informal. It will shop with you all morning, yet go to the theatre. Shoecraft

5. Rust colour again—because it goes so well with either navy-blue, brown, or black. This calf Oxford has a heel grooved for novelty, and a walled toe. You know it's comfortable. Stetson

6. Golden-tan horn-lizard Oxford, saddle-laced over your instep. It has a tear-drop heel, which curves out under your arch. Wear it with the tobacco and wheat shades this spring. A Peacock shoe



*Favorite of the month*

**SHUR-TITE**



Design patented

AMERICANA

A rare blending of modern simplicity and feminine grace . . . to hang gayly from your arm now . . . and on into Spring. An American inspiration emphasizing softly drawn details as new and exciting as the World's Fair! In crushed calf or patent in the newest colors. At your favorite store

\$5

*Goldsmith* **BROTHERS**  
NEW YORK

CHICAGO • LOS ANGELES • PARIS • LONDON



## A HAND TO

R<sub>x</sub> Prescribed for Spring Fever  
*Betty Hartfords*  
 IN ENKA RAYON



Oriental print in a softly flattering dress. Red, Blue, Green. 12 to 20. Parasol Print for sunny days. Aqua, Blue, Rose or Navy. Sizes 12 to 20.

Stimulating new frocks to give your spirits a lift. Bright new prints in Swanback, a Cohama fabric woven of Enka Rayon... that will delight you with the way it wears and launders. Priced under \$7.00

Franklin Simon's... New York  
 G. Fox & Co. .... Hartford  
 Carson Pirie Scott & Co., Chicago  
 Joseph Horne Co. . . . Pittsburgh  
 Cherry & Webb Stores  
 New England



Daniels & Fisher . . . . . Denver  
 John W. Thomas . . Minneapolis  
 Rich's, Inc. . . . . Atlanta  
 Foley Bros. . . . . Houston  
 Winkelman Bros. . . . . Detroit  
 Jordan Marsh . . . . . Boston

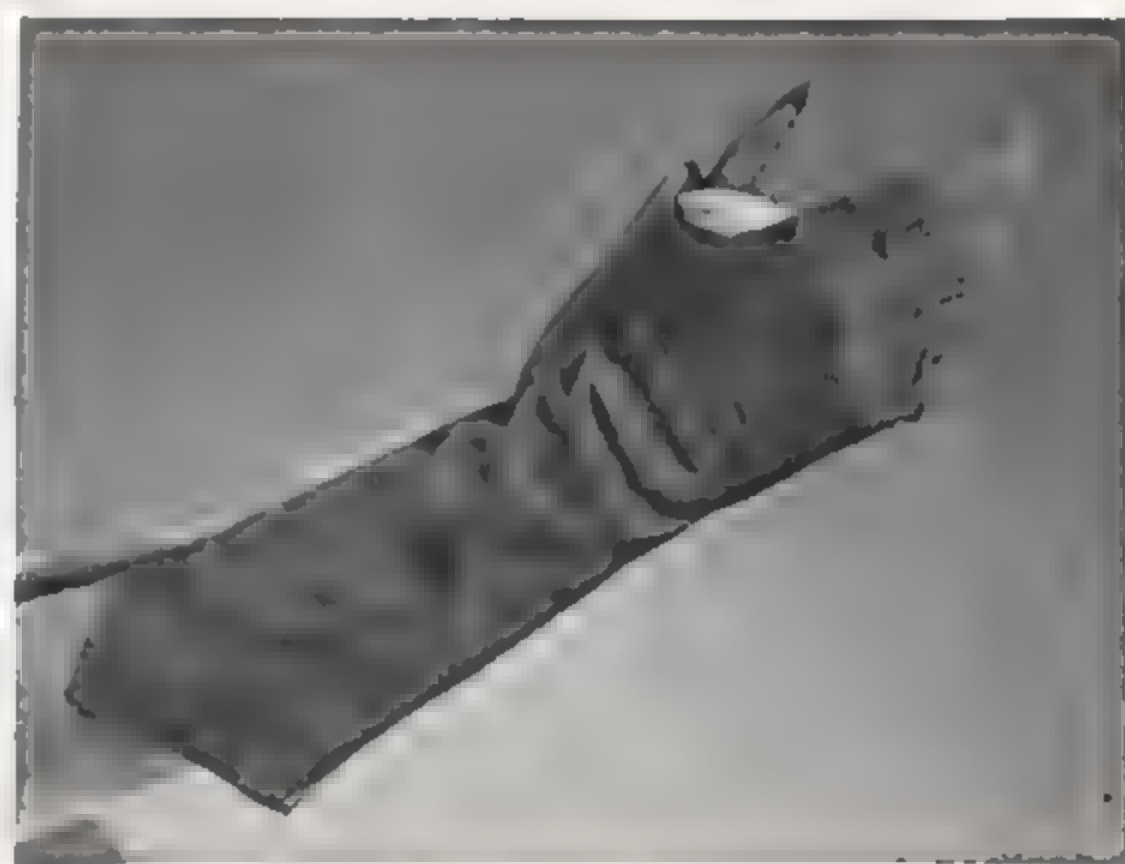
OR WRITE R. KOLODNEY & CO., INC., HARTFORD, CONNECTICUT  
 NEW YORK OFFICE: 1410 BROADWAY

AMERICAN ENKA CORPORATION  
 271 CHURCH STREET, NEW YORK

THE  
 FATE  
 OF A  
 FASHION  
 MADE  
 BY A  
 ENKA  
 RAYON



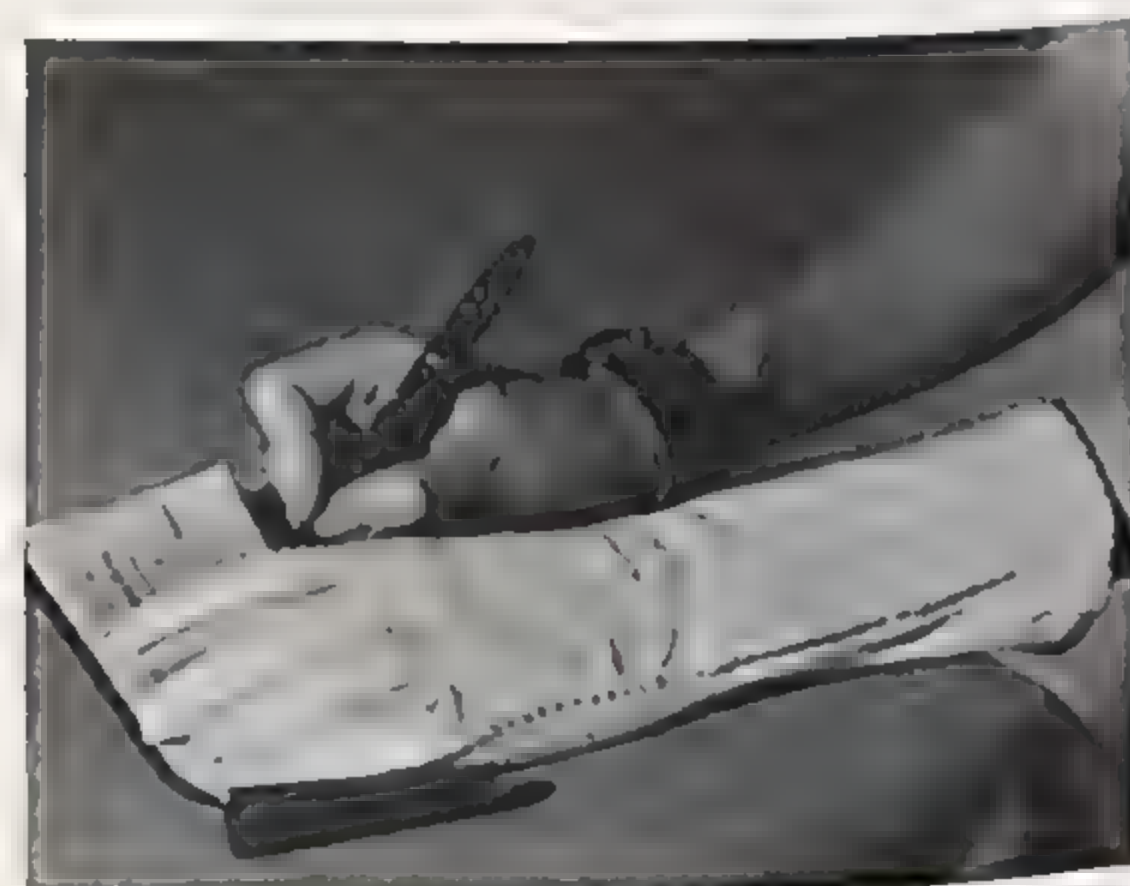
Short and crisp and shapely beige doeskin pull-ons, with an elastic-banded palm, narrowing your wrist. A Bacmo glove. Find it at Macy's



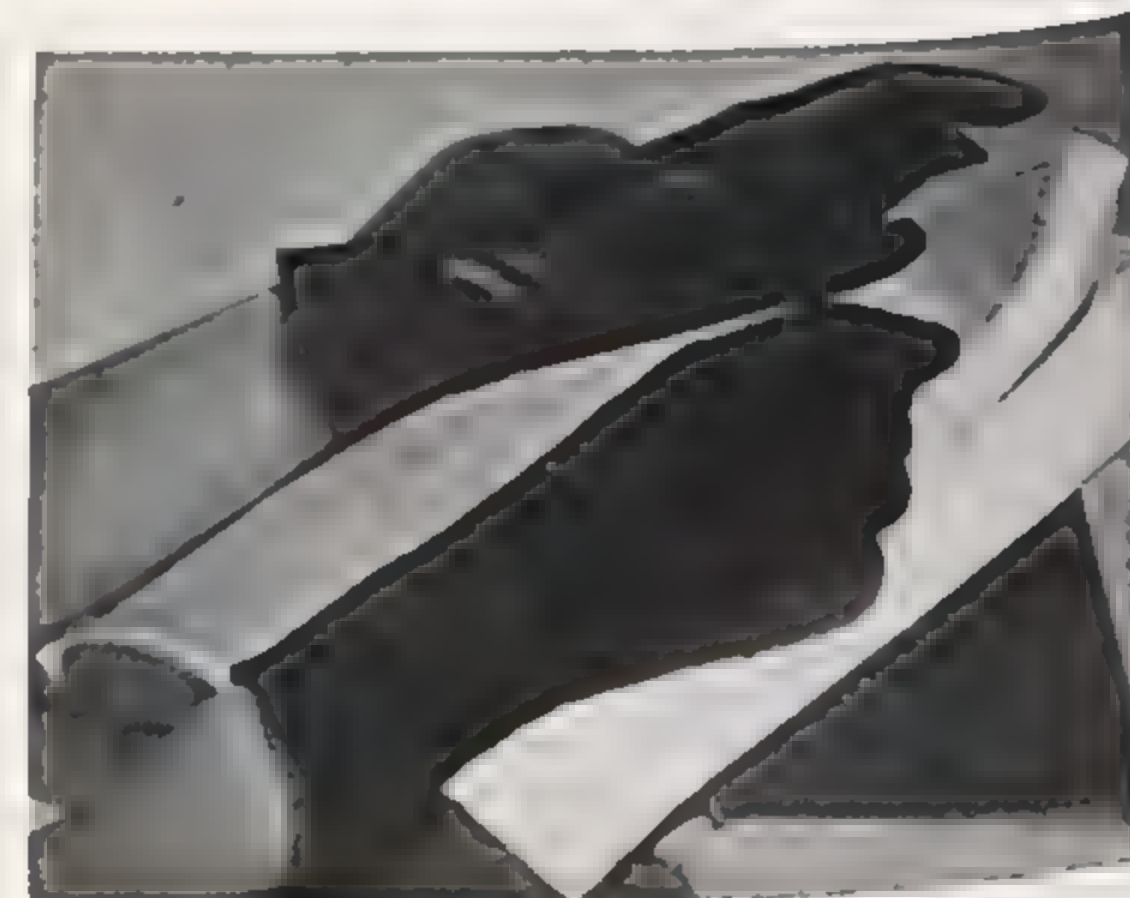
Soft, pliant, crushed-down suede, hand-sewn and pointed half-way up your arm, in the new Earth colour. These are from Saks-Fifth Avenue



Forthright hand-stitching down the back of these pigskin gloves. In a compatible hazel to go with your tweeds. Mark Cross has these



The final word in fastidiousness, immaculate white doeskin six-button pull-on with bright chamois inserts. These gloves are from Altman



Definitely handled contrast in the shiny capeskin palm and the dull muted black of the suede back. Smart-Set glove, at David's Fifth Avenue



Backhand foremost—this short white doeskin glove buttons to the back. A little fillip of spring excitement. A Fownes glove at Franklin Simon



## PAGE No.

153

## COST

## SCRIPT

30.08

S.

## 2. An unhelpful

An **Aprons**—for tie-up for your town spring suits and ensembles. Chartreuse and purple hand-sewn suede pull-ons. A **Novo** glove: Macy's

ENGRAVING

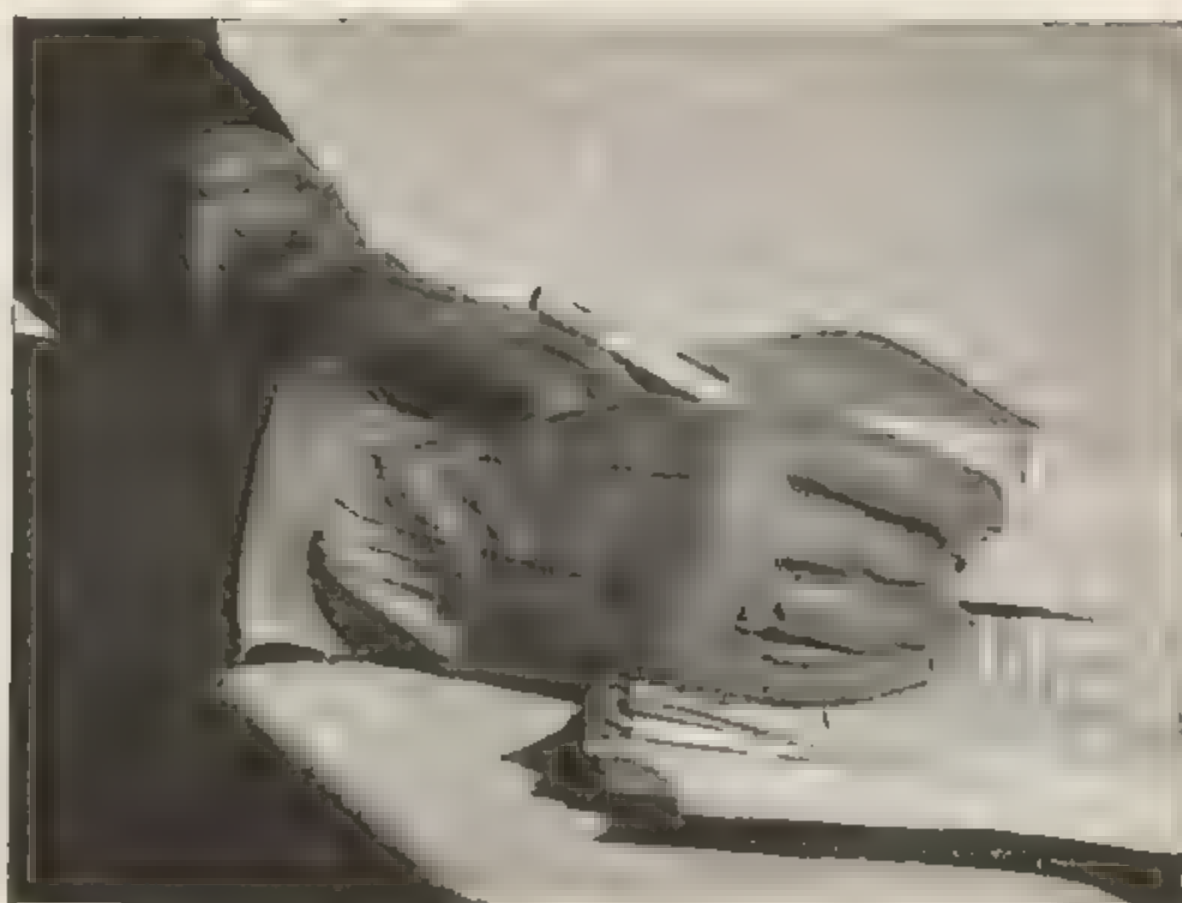
# NEOUS

TOTAL

68.01



The softest kind of chamois doeskin, decoratively hand-sewn in black. Just the pull-on for your neat black suit. From Bonwit Teller



Sturdy tucked pigskin with a new interest in the detail of lightly tucked seams and back. A "Wear-Right" glove from McCutcheon



Slashed with colour like the trews of a Flemish rake, Superb's chamois suède, with navy-blue fourchettes and side seams. These from J. Miller

HIRSCH

Four Hundred Years of  
Social Leadership—

# BENEDICTINE\*



**1939** As served by Kostia, butler to Prince Alexis Obolensky, in 20th Century America. . . . Today Bénédictine, still made in the quaint town of Fécamp, is enjoyed throughout the world.

**Now Also—Bénédictine's Own  
Bottled B AND B Liqueur†**

Now, after 4 centuries, Bénédictine has a distinguished companion liqueur. "For Those Who Prefer A Drier Liqueur"—Bénédictine's bottled B AND B is the famous Bénédictine and selected Cognac brandies. Perfectly blended in Bénédictine's centuries-old cellars at Fécamp, it is far superior to hurriedly mixed Bénédictine and Brandy. Despite the addition of costly Cognac brandies, B AND B costs no more than Bénédictine.

\*Trademark Reg. U. S. Pat. Off. †Trademark Reg. Applied For. Both 86° proof. Julius Wile Sons & Co., Inc., N. Y. Sole U. S. Agents.



"AFTER COFFEE . . . A  
BENEDICTINE D.O.M."



# SIGN of '39 . . . a splash of new spring colors at your throat

PAGE No.	154
MANUSCRIPT	
PHOTOS	
DRAWINGS	
REVISIONS & NOTES	
DUTY	
OTHER	
TOTAL	

COST

33.33

AMERICAN FIGURES

HERE, close up, are some of the corsets we wrote about on pages 114 and 115—corsets which contribute to America's reputation for good figures and good corsets. The designs which we show on these pages and on page 156 are as new as dawn over the Perisphere. They offer all kinds of control—stern, firm, or gentle—to all kinds of figures—plump, average, willowy. And they even include foundations to wear with strapless dresses.

Notice the leaning toward the good old-fashioned feminine figure—round bosom, small waist, frank hips—achieved sometimes by new old-fashioned corsets. Even lacing has come back.



Zouave



Chin Chin

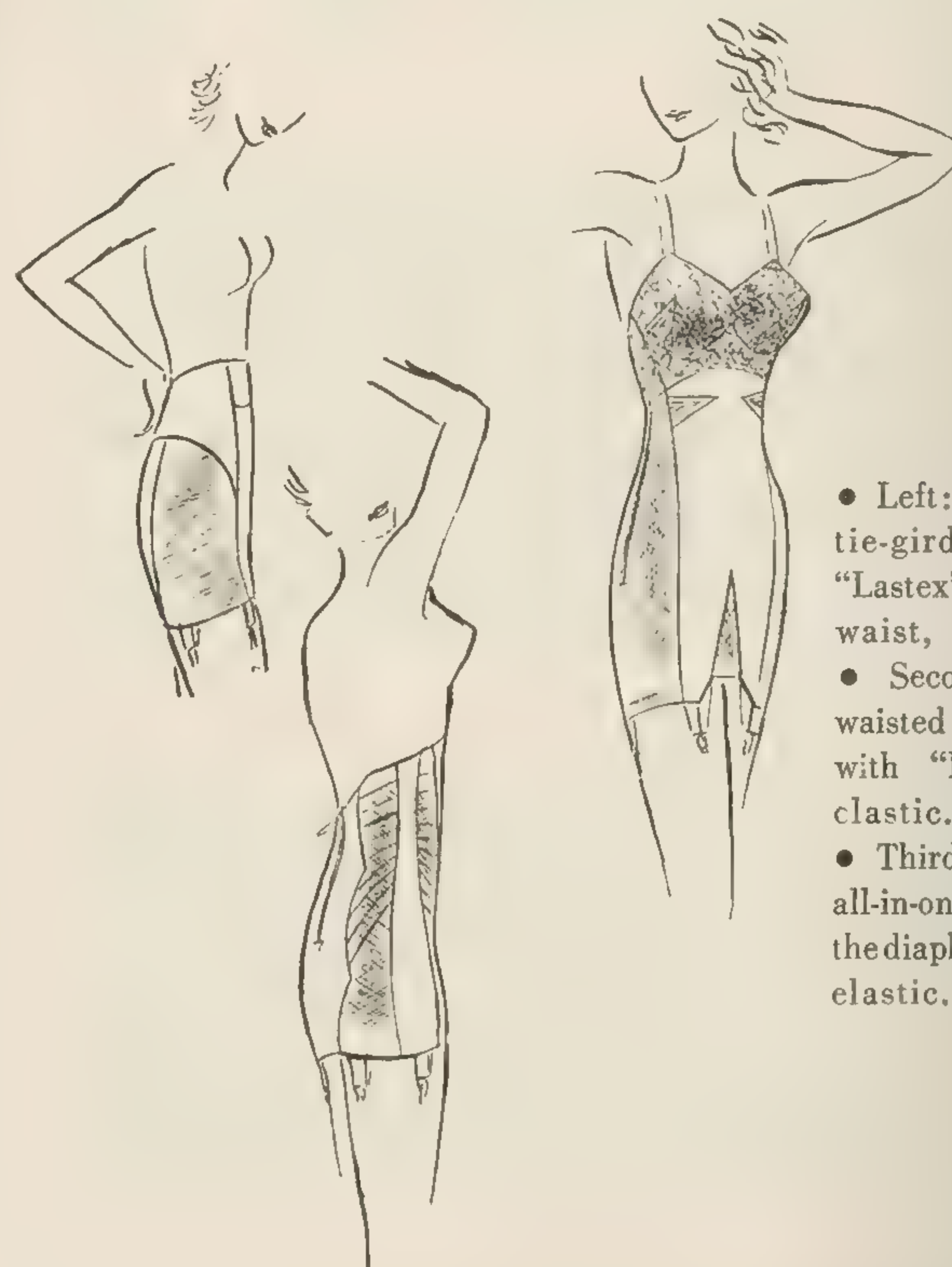
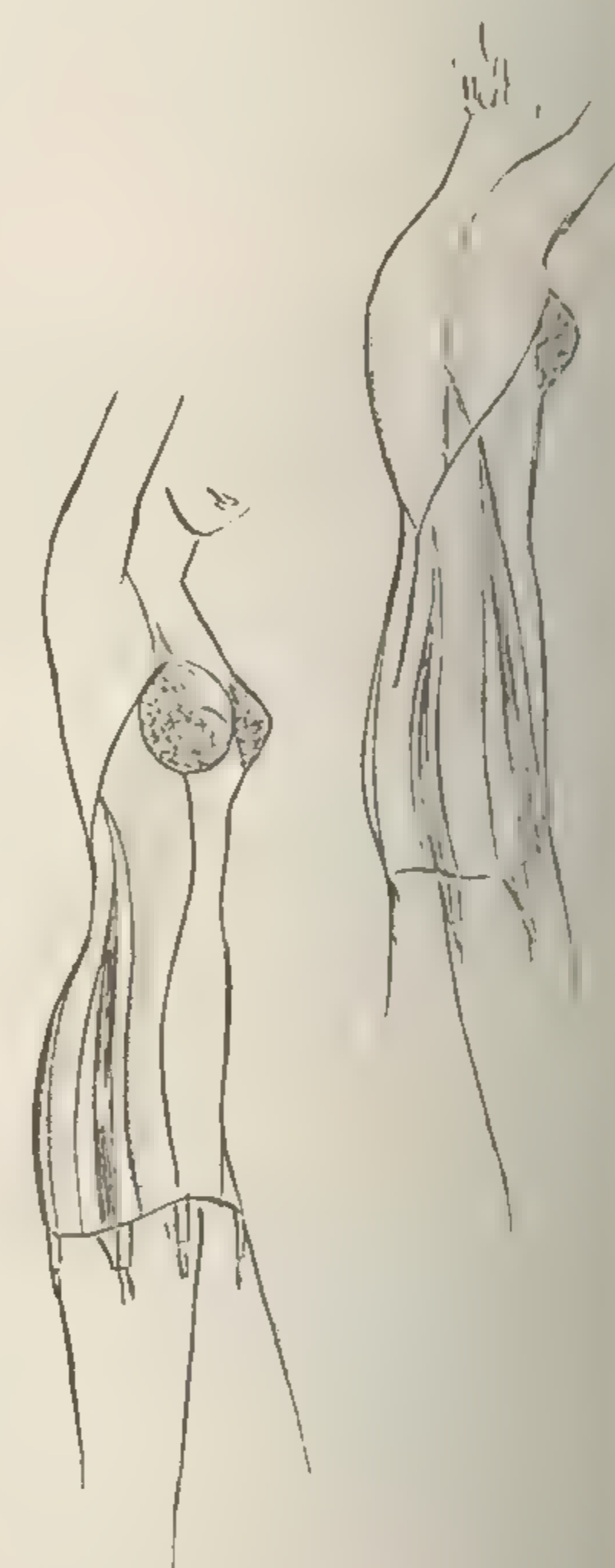
## Glentex Scarfs

You're refreshingly vibrant! . . and alert! . . and gay! . . with your spirited new Glentex Scarf tied softly around your throat in town, or gleefully around your head at play. *Chin Chin* is a series of Orient-inspired copper plate designs in lyrical new pastels, on large hand-rolled silk chiffon or pure dye silk crepe squares. *Zouave* combines strange Algerian pinks and greens and purples on long, wide hand-rolled pure dye silk crepe or chiffon. About \$2 at all leading stores everywhere.

GLENSDER TEXTILE COMPANY • 417 Fifth Avenue, New York



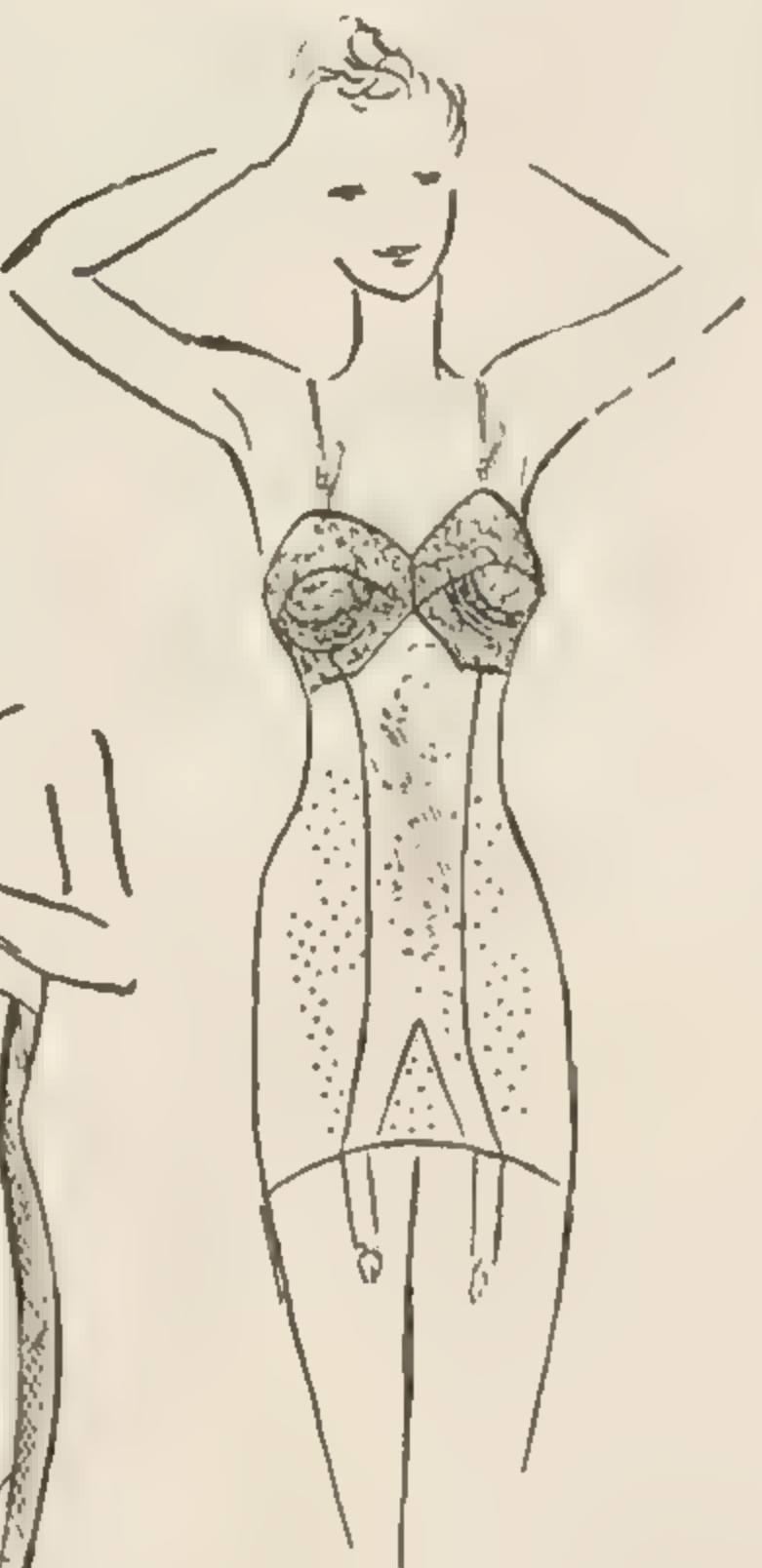
- Above: A scientifically controlling foundation by Camp, of a new transparent woven fabric. Back lacings mould it
- Right: Fabric bones in panels woven with "Darleen" provide control in this La Resista girdle. At Altman



- Left: Munsingwear's pantie-girdle of batiste with "Lastex" provides a tiny waist, and released hips
- Second: A suave high-waisted girdle by Poirette, with "Biabands" of extra clastic. Saks-Fifth Avenue
- Third: A Lily of France all-in-one that steam-rollers the diaphragm. Of silk batiste; elastic. Saks-Fifth Avenue



IN FINE SHAPE



PAGE No.	155	COST
MANUSCRIPT		
PHOTOS		
DRAWINGS		
MODELS		
INCIDENTALS		
MISCELLANEOUS		
TOTAL	48.93	

• Right, first: Carter's flat-tening little pantie-girdle, of net and satin with "Lastex." Good for sports. Best

• Second: An all-in-one by Warner, of satin and net with "Lastex." It comes in three bust sizes. Lord and Taylor

• Left, first: A Greek-statue all-in-one by Treo; it stays up without bones. Of net and satin with "Lastex." At Best

• Second: An old-fashioned hour-glass corset, of brocaded satin, lacing its length. Gos-sard makes it; Best has it

• Right, first: A tiny-waisted corset by Formfit, complete with lacings. Of satin with "Lastex." Arnold Constable

• Second: A very persuasive all-in-one, made by Kleinert. It's of a strong-minded fabric called "Sturdi-flex." Altman



Hat by Vogue Hat Co.

THE DRESS  
OF THE MONTH\* in *Celanese* rayon KASHUR

There's a dramatic touch of Spring to this classically simple dress with its refreshing touch of crisp white waffle piqué—your ideal "first" for the new season and for all the months to follow. Styled by *Mataloy* in an opulent Celanese texture to match its fine needling. Navy and black. Sizes 10 to 20. \$22.95

\*Reg. U. S. Pat. Off.

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE - WEILL, INC., 498 SEVENTH AVENUE, NEW YORK CITY







## THE CLARK'S FORK VALLEY, WYOMING

(Continued from page 68) feeding in the juniper bushes in a high, grassy pocket cupped against the broken rock of the peak.

The old ram was purple-grey, his rump was white, and when he raised his head you saw the great heavy curl of his horns. It was the white of his rump that had betrayed him to you in the green of the junipers when you had lain in the lee of a rock, out of the wind, three miles away, looking carefully at every yard of the high country through a pair of good Zeiss glasses.

Now as you sat in front of the cabin, you remembered that down-hill shot and the young rams standing, their heads turned, staring at him, waiting for him to get up. They could not see you on that high ledge, nor wind you, and the shot made no more impression on them than a boulder falling.

You remembered the year we had built a cabin at the head of Timber Creek, and the big grizzly that tore it open every time we were away. The snow came late that year, and this bear would not hibernate, but spent his autumn tearing open cabins and ruining a trap-line. But he was so smart you never saw him in the day. Then you remembered coming on the three grizzlies in the high country at the head of Crandall Creek. You heard a crash of timber and thought it was a cow elk bolting, and then there they were, in the broken shadow, running with an easy, lurching smoothness, the afternoon sun making their coats a soft, bristling silver.

You remembered elk bugling in the fall, the bull so close you could see his chest muscles swell as he lifted his head, and still not see his head in the thick timber; but hear that deep, high mounting whistle and the answer from across another valley. You thought of all the heads you had turned down and refused to shoot, and you were pleased about every one of them.

You remembered the children learning to ride; how they did with different horses; and how they loved the country. You remembered how this country had looked when you first came into it, and the year you had to stay four months after you had brought the first car ever to come in for the swamp roads to freeze solid enough to get the car out. You could remember all the hunting and all the fishing and the riding in the summer sun and the dust of the pack-train, the silent riding in the hills in the sharp cold of fall going up after the cattle on the high range, finding them wild as deer and as quiet, only bawling noisily when they were all herded together being forced along down into the lower country.

Then there was the winter; the trees bare now, the snow blowing so you could not see, the saddle wet, then frozen as you came down-hill, breaking a trail through the snow, trying to keep your legs moving, and the sharp, warming taste of whiskey when you hit the ranch and changed your clothes in front of the big open fireplace. It's a good country.

## SPOTLIGHT ... for Navy



glamorous new hosiery shade worn by OLIVIA DE HAVILLAND starred in Warner Bros. Cosmopolitan Production "WINGS OF THE NAVY" . .

Another triumph for Bobby Check, that "show me" little policeman whose constant check-ups in the laboratories of the U. S. Testing Company guarantee you silk hose of flawless beauty as well as miles of "extra wear."

# Artplus hosiery

The only policed sheer in the world  
319 FIFTH AVENUE, NEW YORK



Send 25¢ for a Bobby Check \$2.00 stainless steel 6-year "coin" calendar.

Look for the Sidewal label at better stores everywhere

**Exciting Hands!**

**Sidewal**

TRI-DIMENSION WITH CONTOUR THUMB

- 15 Truly Superb colors in soft, pliant leathers.

No inhibitions with Sidewal gloves that bring rhythm to your hands. Brand-new contour thumb and an artful third dimension make your hands as expressive as a Javanese dancer's.

THE SUPERB GLOVE CO., Johnstown, N. Y.

**Lord & Taylor** says "LUX IT"

The wonderful off-white tone of this sleek little dress makes you ask: "Is it washable?" "We prefer to say it's Luxable," they tell you at Lord & Taylor's. "The Lux washing method is safe for anything safe in water alone. No harmful alkali in gentle Lux, you know."

**LUX**

FINE STORES EVERYWHERE  
RECOMMEND LUX





**A'lure**  
ALPHABET\* BRA

Do you know A'lure—the s-t-r-e-t-c-h-a-b-l-e bra? The A'lure wearer knows how completely comfortable it is—and how it holds and molds the breasts into a softly rounded, youthfully uplifted contour. A'lure is easy on tender shoulders—and feels like "a second skin"! Try one—you'll like it, too! Designed and made for all figures by the creators of Le Gant. Write for free booklet. At Better Shops \$1.50 to \$5.

The Warner Brothers Co., 200 Madison Ave., New York  
(In Canada: Parisian Corset Mfg. Co., Ltd., Quebec)  
\*Reg. U. S. Pat. Off.

## RED MOUNTAIN, ARLINGTON, VERMONT

(Continued from page 68) breath-taking beauty. Our valley—how quickly one possesses what one loves—is not grand. That is one of its charms. It has little to offer even in the way of the summer diversions. For swimming, there is the marble quarry seven miles away; good swimming, too, as if one were a Roman Emperor. Or, if you lived, as I did, near the Haases (and they were as nice to you as they were to me) there is the Haases' swimming-pool—none of your Westchesterian Roman baths, either, but fine for a swim after a morning's writing, and with a notch of sky between the hills, to gaze at as one lies in the sun.

The sun reminds me that Arlington is not always cool, either. There are days in July when it can be the Northern tropics. But we old Arlingtonians love it in all weathers. It is at its best on golden September days, or when the note of crispness comes in at the beginning of August.

Arlington is not fashionable, like our neighbour Manchester. But (or is it therefore?) the region is filled with interesting people: Mr. Danforth, the plumber, for instance, whose views on life and fishing and politics, expressed in drawling understatement, are wonderful to listen to, especially if he has brought you, as a gift to atone for having kept you waiting for his professional services, trout he has just caught. There are Mr. and Miss Nichols, too, brother and sister, of the Nichols' Radio

Shop in Bennington. In the midst of super-heterodynes they can and do talk like Thoreau. Even more interesting are Robert Frost, and Dorothy Canfield, and Carl Ruggles, the composer, who is also a painter; and, if one wishes (and who wouldn't) the panoramic splendour of the ride over Peru Mountain, there is Frederick F. Van de Water and his "Home in the Country" on the other side.

But best of all, to my mind, is Red Mountain itself, and the view from the Quinn Place. From my simple log study a few hundred feet higher than the house, one can see a wide and tranquil vista, have a sense of the world and of detachment from it. On stormy days, the screens can be boarded up, save for an open space through which to see, and seeing, yet be safe from the storm, and here be calm on a pinnacle. American life may be all the things it is said to be, rushed, futile, and regimented. It does not seem so on a summer day in Vermont. Vermonters are not rushed or regimented; their lives are not futile. In their society even a New Yorker catches the gentle infection of their peace, almost the sleepy inflection of their sentences. Vermont becomes a country of the mind, and in my little study on Red Mountain the mind seems to come to life and to order. And at nightfall there is the hermit thrush, with his pure, brief, sustained melody, tranquilly repeated. He is the voice of what life is like at Arlington.

## Helen Harper Sweaters

A YOUNG WOMAN'S FANCY



will turn fondly to this cloud-light spring sweater. Of downy mohair and zephyr in new sophisticated shades, it has a soft fulness from the shoulder yoke and a V-neck that's outrageously becoming! **3<sup>00</sup>** easy on your purse . . .

At smart stores everywhere

Write to us for a copy of our Helen Harper spring booklet

BLUME KNITWEAR INC., 1372 BROADWAY, NEW YORK

## NEW... a CREAM DEODORANT

which safely

## STOPS under-arm PERSPIRATION

1. Does not harm dresses, does not irritate skin.
2. No waiting to dry. Can be used right after shaving.
3. Instantly stops perspiration for 1 to 3 days—removes odor from perspiration, keeps armpits dry.
4. A pure, white, greaseless, stainless vanishing cream.
5. Arrid has been awarded the Approval Seal of The American Institute of Laundering for being Harmless to Fabric.



**39¢** a jar

At drug and dept. stores



Ten million jars of Arrid have been sold . . . Try a jar today—at any store which sells toilet goods.

# ARRID

TRIAL JAR: Send 10 cents (stamps or coin) for generous size jar of Arrid. Feminine Products, 78B Park Place, New York, N. Y.



# DRY TORTUGAS

(Continued from page 69) it always is in all deserted places, but mostly in battle-fields and buildings made for war. The past at Dry Tortugas is the past of the eighteen-sixties when the parade ground was a pen for prisoners, and many died of fever and were buried. But the past at Dry Tortugas is a past without pathos and therefore without power: a past the violent sunlight has bleached clean of meaning as of odour, a past the Gulf gales have blistered to the paintless wood, a past without distance, without years—a past like the past of Persia where the eternity of sky and light makes all the pasts one present and so lost.

## BEYOND THE SILENCE

Neither—though of this I was long doubtful—neither is it the memory of silence and of sound which brings the name back. At dark at Dry Tortugas, lying on the rotting wharf, the nearest of the night is silence. You can hear it in the slipping and the lapsing of the water on the piles and the small hush on the beach when the wind changes. But far beyond this silence is a sound. It is a sound so ceaseless, so continuous, that it is discovered only by some accidental touching of the mind, as a man, wakened by the smell of rain at night, is suddenly made conscious of the presence of the air. It is the sound of surf upon the distant reef around those islands.

For a long time I had thought that the power of the name of Dry Tortugas in my mind was the power of this silence circled by this unheard sound, but I was wrong. It is not this, but a thing quite different and difficult to understand. It is something I was told and never saw.

## "JUST BEFORE SUNSET...."

Going out for the first time to the islands, seeing the fort far out like a ship's hulk grounded on the water, I was told, "At sunset, at the moment when the light is almost level with the water, we will troll down through the channels after kingfish. It will happen as I tell you. Just before sunset, just when the sunlight has been lifted from the water but the air still has it, just when the sea is darkened but the air still is light, just at that moment he will strike and jump. He will jump clean from the darkening water into sunlight. You will see this."

What I remember of Dry Tortugas is the fish jumping. It is because of the fish jumping that the name is always in my mind. I never saw it. It may be it has never happened there or anywhere.

It is because of the great fish jumping out of darkness into light that I remember Dry Tortugas, carrying the words with me everywhere, thinking in other countries of the dark American water and the level sun.



FROM THE ORIGINAL PAINTING BY CAROLYN EDMUNDSON

# Eve

... a sensational new perfume by Lili, dedicated to the loveliness of femininity through the ages ... as captivating as the eternal charm of alluring women since the dawn of Creation.

**Lili**  
rare perfume  
BERMUDA

**NAN Tailor**  
TRADE MARK

PRESENTS THE *Essential Classic*

The ageless, dateless dress for every purpose, for every occasion and every purse. In Chanata, a Duplex fabric of Celanese\* rayon. Cabochon studs. About \$15

\*Reg. U. S. Pat. Off.

Write us for the name of the one fine shop in your city that shows it. NAN TAILOR, 1375 Broadway, N. Y.

*Holly-Ette*  
ANOTHER "WHIRLPOOL" SUCCESS

the new V-Ette with center "V" of Lastex

ABSOLUTELY NO CUTTING OR BINDING

— famous "whirlpool" stitching — plus a NEW center band and "V" of Power Net Lastex — perfect uplift with perfect comfort assured — used exclusively by Paramount Pictures  
At smart shops everywhere — 2.00 up

Write Studio Department for free booklet illustrating this and other models  
HOLLYWOOD-Maxwell Co., 6773 Hollywood Boulevard, HOLLYWOOD, CALIFORNIA





**AFTER DINNER**

*serve*

**COINTREAU**

*Liqueur*

40-50% ALC/VOL (80-100 PROOF) IN 100% GRAIN NEUTRAL SPIRITS  
Cointreau Liqueur, 3.54 L (1 Pint) Total Net Wt.  
Imported by Browne Vincent Co., Inc.,  
100 N. W. 45th St., New York, N. Y.

80 proof

## ILLINOIS TOWN—CHAUTAUQUA WEEK

(Continued from page 69) about it. At other places in the Park there were hot-dog and ice-cream booths, but there were not enough of them to clutter up the place.

The programs were incessant, starting at about nine o'clock in the morning and continuing until about ten at night. There were lectures on every subject of interest and on many subjects of no interest at all. There was music, chiefly by mixed or male quartets, xylophone bands, or solo violinists, and there was always at least one full-fledged star turn of the first importance. One year we had William Jennings Bryan. Another year we had Ernestine Schumann-Heink. I doubt if it made very much difference to any of us; the aging politician and the aging singer were of equal value in our eyes (or ears), since they represented the splendor of the great world outside the town. All the performers, lecturers, musicians, and jugglers who came to Chautauqua did this, of course.

There was some slight trouble about Bryan because there weren't really enough Democrats in the town to make a proper parade for him. In the end, a number of Republicans joined in for the good of the town, I believe, and quite a showing was made, with the brass band tooting away in front of the car in which the indefatigable old man sat. He made an impassioned speech about something that seemed to matter very much at the time, and the audience—which was immense, having been recruited from all the farms in the

county—yelled itself hoarse. Then he went away, still with the brass band, and did the same thing at some other Chautauqua a few hours away by train. It couldn't have been very near; that was part of the contract, I believe. "The only time this year in Christian County."

Ernestine Schumann-Heink had no brass band and did not draw nearly so vast an audience. She sang one or two German songs and then retired, I seem to remember, while a pianist or violinist filled up a large part of the program as "assisting artist." But after this was over, she trotted out her war-horses: the laughing song from "Lucrezia Borgia" and one or two other pieces of resistance, followed by "The Rosary." This was a song of the most heart-rending pathos (or perhaps bathos) which reduced the whole audience to an enjoyable state of liquefaction.

Admission was by season ticket or by single ticket, but everybody in town who could possibly afford it had a season ticket. In fact, all the more prosperous citizens moved to the Park for the duration of Chautauqua, living by day in tents ranged along two sides of the wooded square.

On Saturday night, in an atmosphere of restrained melancholy mixed with grateful fatigue, the proceedings came to an end with a program to which nobody listened very attentively. In a day or so, all the cottages were whisked away, and the Park was itself again, unfrequented except by the squirrels, who lived there, and by the tramps.

**"There's Style and Wear in Every Pair!"**



*"Martinique"*

a

**"Wear-Right"**

Glove Exclusive

cleverly interprets the new three dimension effect "in the 1939 manner"—in an array of new high colors. Of "HEMBERG" Rayon combined with leather.

\*Reg. U. S. Pat. Off.

**WIMELBACHER & RICE • MAKERS • NEW YORK • PARIS**



*Distinguished*

AMONG THE

**WORLD'S FINEST HOTELS**

Spacious rooms...luxurious appointments...thoughtful service...convenient location...And something more—the gratifying atmosphere of quality and distinction that characterizes THE BILTMORE and makes it the natural choice of discriminating travelers.

Please write for illustrated brochure

**THE BILTMORE**

DAVID B. MULLIGAN, PRESIDENT

MADISON AVE. AT 43RD ST., NEW YORK • ADJOINING GRAND CENTRAL



## SOCIETY

## BIRTHS

## NEW YORK

**Chambers**—On November 21, in New York, to Mr. and Mrs. Durno Chambers (Helen Martin), of Rye, New York, a son, Austin Chambers.

**du Pont**—On November 22, to Mr. and Mrs. William du Pont (Jean L. Austin), of Bellevue, Delaware, a son.

**Gardner**—On December 14, to Mr. and Mrs. Ledyard Dickinson Gardner (Grace Fuller Cowles), a daughter, Grace Gall Gardner.

**Lowrie**—On November 25, to Mr. and Mrs. Charles Nassau Lowrie, junior (Mary Louise Milligan), of Rye, New York, a daughter.

**Mott**—On December 21, to Mr. and Mrs. Jordan L. Mott (Denyse de Zerman), of New York and Stamford, Connecticut, a son, Jordan Lawrence Mott.

**Raymond**—On November 25, to Mr. and Mrs. Irving Woodworth Raymond (Henrietta D. Skinner), a daughter, Elizabeth Ellery Raymond.

**Warner**—On November 17, to Mr. and Mrs. Edward P. Warner (Mary Joan Potter), of Westport, Connecticut, a daughter, Sandra Warner.

**White**—On November 18, to Mr. and Mrs. Paul M. White, junior (Emma Smith), a daughter, Katherine Marcy White.

**Williams**—On December 25, to Mr. and Mrs. Coleman S. Williams (Dora Hancock), of Saugatuck, Connecticut, a daughter, Catherine MacIntyre Williams.

**Wing**—On November 20, to Mr. and Mrs. Morgan Wing, junior (Faith Canfield Whitney), of Wheatley Hills, Long Island, a daughter.

## CHARLESTON, WEST VIRGINIA

**Kelly**—On November 5, to Mr. and Mrs. Lowry Kelly (Dolly Chilton), a daughter, Caroline Balmer Kelly.

## DAYTON

**Lowes**—On November 20, to Mr. and Mrs. Joseph Edwin Lowes, junior (Ann Josephine Morris), of Stamford, Connecticut, a son, Joseph E. Lowes, third.

## DENVER

**Evans**—On December 25, to Mr. and Mrs. John Evans, junior (Alice Humphreys), a daughter, Gladys Lucille Evans.

**Holt**—On December 16, to Mr. and Mrs. Marmaduke Holt (Jessica Matlock), a son.

**Parker**—On December 5, to Mr. and Mrs. Everett H. Parker (Clare Davis), a daughter, Elizabeth Parker.

## BIRTHS

## LINCOLN

**McDonald**—On December 6, to Mr. and Mrs. W. P. McDonald (Mary Katharine Throop), a son, Daniel Throop McDonald.

**Walt**—On November 18, to Mr. and Mrs. Ernest Walt (Mary Jean Stern), a daughter, Linda Stern Walt.

## LOS ANGELES

**Hoover**—On November 16, in Palo Alto, California, to Mr. and Mrs. G. Allan Hoover (Margaret Coberly), a son.

## PHILADELPHIA

**Perot**—On November 29, in Bryn Mawr, Pennsylvania, to Mr. and Mrs. Henry F. Perot (Frances L. Heublein), a daughter, Patience Whipple Perot.

## SAINT LOUIS

**Brown**—On November 9, to Mr. and Mrs. Alanson C. Brown, junior (Elizabeth C. Freeman), a son, Alanson C. Brown, third.

## SAN ANTONIO

**Proctor**—On November 6, to Mr. and Mrs. Fred Proctor (Roxana Barclay), a daughter.

**Weise**—On November 5, to Mr. and Mrs. Adolph von Weise (Anne Maverick), a daughter.

## SIOUX CITY

**Scheid**—On November 20, to Mr. and Mrs. Harold Robert Scheid (Helen Featherstone), a daughter, Sandra Jean Scheid.

## SPOKANE

**Crowley**—On November 17, to Mr. and Mrs. Raymond Crowley (Katherine Dutton), a daughter, Frances Joy Crowley.

## TROY

**Halvers**—On November 14, to Mr. and Mrs. Alfred W. Halvers (Emily Benedict), a son, Lee Benedict Halvers.

## TULSA

**Francis**—On November 13, to Mr. and Mrs. Thomas L. Francis (Betty Davis), a daughter, Julia Kemler Francis.

**Teale**—On November 1, to Mr. and Mrs. Max A. Teale (Pauline Koontz), a son, Frederick William Teale.

## WATERBURY

**Goss**—On November 26, to Mr. and Mrs. Richard W. Goss (Virginia Johnston), a son, Porter Johnston Goss.

The New "YEAROUND-ALL-OKASIONAL" Sweater



Style V-1600  
\$1.98  
(SLIGHTLY HIGHER WEST OF THE ROCKIES)

"TISH-U-KNIT" Designed by LÉON

A Beautifully-Streamlined Modern-Classic of the Softest-Finest-Gauge Zephyr... Eligible for Wear Anywhere, Anytime, with Anything (informally)... At Fashionable Shops Everywhere.

LOOK FOR "TISH-U-KNIT" LABEL

FOR NAME OF NEAREST SHOP, PLEASE WRITE TO  
OLYMPIC 1372 BROADWAY NEW YORK



Pleasing Lines in  
your Correct Length

**FORTUNA**  
GIRDLES and  
PANTIE GIRDLES



SHORT REGULAR TALL

This newest Fortuna model, of "Lastex," cotton and rayon, is the thrifty means to a smart figure... Tiny stays, cleverly placed at the top, prevent rolling... Fortuna garments are "Ivory" tested for washability, and thoroughly comfortable. In 3 sizes: Small, Medium and Large, in 3 lengths, Short, Regular and Long. At your favorite store. \$2.

**WOLFE & LANG, Inc.**  
NEW YORK CITY

Other Fortuna styles, \$1 to \$5. All-in-one foundations, Lace, Satin, power tissue models. Write Dept. V for the name of the nearest dealer.

TO BE YOUR LOVELIEST

Keep your skin Smooth  
and "Satin"

Mary Imogene Shepherd's Baby Skin Oil



Baby your complexion. Help keep it lovely with Mary Imogene Shepherd's Baby Skin Oil. Smooth in a few drops after each face-cleansing. It pays in compliments and invitations. This is a blended oil christened *Baby Skin* because it actually contains essential lipids which help keep adult skin from being coarse and dry and help keep it smooth, soft and irresistible. Buy Mary Imogene Shepherd's Baby Skin Oil today and begin to use it along with your other cosmetics.

Mary Imogene Shepherd's Baby Skin Oil \$1, \$2.75 to \$15. At Department Store Cosmetic Counters. Or send \$1 for trial bottle to Miss Shepherd, 100 E. Ohio St., Chicago.

Mary Imogene Shepherd has a Soap, too.



*Youthfulness*  
**IS FLEETY**  
 enough without  
**SHOE TROUBLE to chase it!**

Today's pace tends to age women's feet faster than birthdays justify . . . even young debs say their feet hurt! Better support in shoes is the answer to tired leg muscles.

The best features of high-priced protective shoes are built into TRED-MODES . . . styled so smartly, they have no outward look of comfort shoes, as these few types prove.

You'll find TRED-MODES help keep your feet young!

**TRED-MODE Shoes**  
 BY SAKS • NEW YORK

**M. J. SAKS**  
 SHOE CORPORATION  
 152 Duane St., New York City

CHICO  
 BRAVO

85.00

**THE Texas Slant**

Texas is the biggest and most fearless of America's children . . . so you can expect colorful and romantic things of her . . . for instance GOLD-CLAIRE Original HATS. You'll feel as daring as a bronco buster in a smart hat designed with the contagious enthusiasm of a Texan. At leading stores everywhere

**GOLD-CLAIRE**  
 REG. U.S. PAT. OFF.  
 ORIGINATORS

**DALLAS TEXAS**

## GOLDEN GATE EXPOSITION

(Continued from page 85) Under the persuasive presentation of Mr. René d'Harnoncourt, the arts and culture of our forerunners take on a new and more personal interest—and somehow the display seems peculiarly correct and decorative against the modern settings.

And don't miss the exhibits from some of Great Britain's Dominions. The Australian Pavilion was designed by Joseph Sinel and is surrounded by gardens and trees brought from "down under," with wild kangaroos roaming around the grounds near-by. In New Zealand's Maori House, natives will demonstrate their famous *haka* dance, and the Sultan of Johore is exhibiting crown jewels and wedding costumes in a replica of his Council House, the Johore Dewan.

You will see the *holoku* gowns and the leis of delicate pink and yellow *pikake* shells in the Hawaiian Pavilion, and the Japanese girls weaving intricate silks in the Samurai House. You'll grieve genuinely for the Lost Inca when you see the Peruvian Incan collection, and you'll delight in the delicate fantasy of the architecture in the Chinese Village. And centered in the Great Lagoon stands the Pacific House, for which Miguel Covarrubias and Bolivian Sotomayor painted the gigantic Pacificana murals.

At the French Pavilion, you'll see the historical exhibit of California's surprisingly large French colony. You'll browse over Parisian luxuries, and be enchanted and amused by entertainers transported from the *boîtes* of Montmartre and Montparnasse. And the ex-

quisite symmetry and strength of the elaborately carved pavilion brought from Saigon, French Indo-China.

As we go to press, plans are being made for a Palais d'Élégance, where the fine shops of San Francisco will collaborate in the presentation of fashion shows in the large rotunda restaurant. S. and G. Gump will show modern hostess gowns made of priceless Imperial Chinese fabrics, and I. Magnin, Ransohoffs, the White House, and the City of Paris will combine to show their most beautiful and forward-thinking clothes.

Colour is the key-note in food, too. In the Streets of the World, a group of foreign villages, you can shilly-shally between a choice of seventeen different national foods. Turkish *kebab*, for instance, a kind of spiced meat sandwich. Pig prepared in the Philippine manner, which will tantalize your palate and drive you mad with curiosity as to how it's done. Russian *borsch* and Malayan *satei*, which is skewered meat sold by native peddlers who jog about the streets with a charcoal brazier hung from their shoulders. Or *rijsttafel* (rice table), a meal of twenty dishes brought ceremoniously to your table by a battalion of twenty waiters in native costume. This in the Borobodoer Temple of the Netherlands East Indies. There you will also find the Balinese dancers who had such a fabulous success at the Colonial Exposition in Paris.

In the Palace of Foods and Beverages, you may conclude that, East or West, home is best, and concede a few culinary prophets in your

**BELT OF THE MONTH**  
 REG. U. S. PAT. OFF.  
*by Schaffer*

**Americana**  
 \$1.50  
*At Leading Stores*

American fashions for American scenes . . . simple lines with an air of sophistication . . . this Schaffer Original places the correct accent on the trim waist, highlighted in American fashions for spring. In supple glovskin or patent leather in all the live new colors.

**Schaffer Belts, Inc., 8 West 30th Street, New York, N.Y.**  
 WORLD'S FOREMOST MANUFACTURER OF QUALITY BELTS FOR WOMEN



## GOLDEN GATE EXPOSITION

own country. Dried Uhl prunes, St. Francis nectarines, and Heart's Delight peaches, tinned whole and sweet.

And in the Wine Temple (and it's time a temple was built to wine), you'll forgive a bibulous world as you sip the poignant, fragile wines, which are made from French California vines transplanted to compatible California hills.

Further pursuit of fine food will lead you to Trader Vic's in Berkeley, for a Hawaiian cocktail made of fresh pineapple-juice, followed by Polynesian and Javanese food. Or you'll find delicate and fragrant *Crêpes Suzette* at L'Omelette, below Palo Alto, which is about thirty miles down the peninsula—the seat of Stanford University. In San Francisco, you'll go to Blum's, the famous confectionery store, and eat the beautiful nothingness of frozen champagne pudding.

More colour in the Division of Decorative Arts, in the Fine Arts Palace, where, under the leadership of Dorothy Wright Liebes, a group of architects, artists, designers, and artist-craftsmen from France, England, Denmark, Sweden, Finland, Hungary, and the United States have contributed examples of their work for a series of rooms. The latest imaginative and functional inspirations in rugs, furniture, textiles, and glassware are presented there. Every object, from about \$2 to \$22,000, is tagged, and orders are taken for their duplication. Machine-made decorative arts, precious and costume jewellery, and bookbindings will be exhibited. There will be actual

demonstration of the processes of craftsmanship.

If you are a member of the Yerba Buena Club, or if you have a friend who will put you up, you'll make this charming place your social centre. Mrs. Henry Potter Russell, the former Helen Crocker, who is president of the Women's Club House Association, is responsible for this ultramodern rendezvous, with its corkscrew staircase and its many geometric ramps. Mrs. Frances Elkins, of Monterey, sister of David Adler, the architect, directed the interior decoration, which combines silver walls and touches of gold with brilliant colour. It is here that Mrs. George T. Cameron, chairman of the very active Women's Board of the Exposition, will entertain Mademoiselle Eve Curie during March. There will be a parade of other famous guests throughout the forty-one weeks and a day.

Be sure to take warmish clothes to San Francisco; suits and wool dresses are ideal, and light-weight dresses and warm coats give you adequate leeway in a climate where hot sun, fog, and trade-winds all show up in turn—so swiftly that you almost think they are simultaneous. At night, it's definitely cool—but, regardless of the temperature, you'll wear your smartest evening clothes in San Francisco, which has an amply justified reputation for exceptionally well-dressed women.

And be sure to see the Fair at least once by moonlight. Lit by strategic flood-light, the buildings are a dream of changing dimensions and luminous transparencies.

*for Perfect  
pagan contours.*

**the BALI  
BRA**



The most modern of all silhouettes goes to the exotic Balinese for inspiration... And tomorrow's most alluring fashions will be ever so much more flattering if you beautify your contours with a BALI Bra.



Satin, lace, net, crepe and broadcloth; bandeaux \$1 and up; long line models begin at \$1.50; at leading stores everywhere.

**THE  
Bali  
BRA**

REG. U.S. PAT. OFF.

FAY-MISS BRASSIERE CO., INC. 8 West 30th ST., N. Y. C.  
Chicago • London, Eng. • Johannesburg, S. A.



prepare your  
**EASTER  
HEADRESS**  
now

Look to your hair, everybody else does. After a Winter indoors — after the deadening influence of steam heat, it takes more than a new coiffure to impart the life and sparkle of truly beautiful hair.

Normal hair requires proper cleansing, lubrication and stimulation. Abnormal conditions such as dandruff, falling or fading hair, excess oil or dryness need special care. Seek individual help at an Ogilvie Salon or any counter where Ogilvie Sisters' Hair Preparations are on Sale. Consultations are free.

\*Write too for your free copy of a valuable booklet, "Hair, Its Care and Beauty".

**Ogilvie Sisters**

WASHINGTON, D. C.  
PARIS  
CANADA  
and Salons in all Principal Cities

SALON: 604 FIFTH AVE., NEW YORK  
EXCLUSIVELY FOR MEN: 50 EAST 42nd ST., NEW YORK

BY AND FOR **America**

Your Bradley dresses owe their distinctiveness to the creative skill of Lisa Potter, young American designer. Step forth in this latest of her creations. You'll thrill to its newness and for many, many months it will still be as fresh looking as the day it became yours.

The twirling skirt and distinctive blouse are of featherweight Bunny and the handcrafted Intarsia bows are exclusively Bradley.

Ask to see it at your favorite store and let it bring Spring to you in advance.

**Bradley**

Delavan, Wisconsin





## A WORLD WE'LL NEVER SEE

(Continued from page 91) world doing research, being executives. There will be, apparently, no more women great in politics than there ever have been, no more women geniuses than ever. They will still be getting their triumphs by the old inefficient, but effective route through their husbands and their sons. Genetics, by then, will be an old story. By the right combination, which almost anybody can reason out mathematically then, the world will have the kind of people the world wants. If some one wants them, it will not be difficult to produce some "fifty-thousand irresponsible, if gifted, mural painters."

Our descendants will have a magnificent time. They'll have no dirt, and all machinery will be silent. Water-power will warm even the polar regions, and penguins will languidly watch the sun-bathers. Our descendants will trap the winds and the tides, and they'll use stored-up gold to provide reflecting surfaces for beamed radio transmission of power. Their clothes will be of artificial materials, and men will have three simple suits—formal, working, and recreation.

By then, they will have finished with all the legendary pap about Mars. They will know. Stuffing sound-filters in their ears, they will hear only what they choose, thereby solving the problem which once made Edison helplessly predict that the city man of the future would be deaf. Ski parties will fly from New York to Greenland for the morning's run, and fox-hunting will be so democratic that the Master of the Quorn will be the head of the local Exterminator's Union. Audiences, however, will still go to the Metropolitan, to Covent Garden, while others will "see" it all in full-colour television, but that will not prevent audiences from wanting to see for themselves, and the autograph-hunters will still parlay the celebrities.

The newspapers then will run Sunday articles by visionaries who see ahead to a day when thought will be transmitted directly by brain-pictures, and the lyric writers of socially significant revues will have skits on the unpredictable results, thereby scaring off the balcony customers. Criminals, of course, will not be allowed to be born, cancer and tuberculosis will be curable, and there will be prolonged local anaesthetics. Communities will have a planned birth-rate, and the population will be kept at a fixed level, but, before that gets working properly, there may be a rejuvenation problem, for old people will not die off, and infant mortality will be nothing. Any one who sneezes in public will be imprisoned.

By about 4000 A.D. it seems that all race-problems will be solved. Through genetics, natural amalgamation, and some force that no one can quite put his finger on, there will be one race. Man will be pale, with a coffee-coloured skin, Mongoloid eyes, and he will be only a little shorter than the average Englishman to-day. Woman, however, will be about six feet tall, with muscles bulging like a bag of oranges, and she will definitely be the sum of enchantment.

The new  
**VOGUE**  
*Beauty Lite*

(ILLUMINATED MIRROR)

A brilliant new style  
in this fascinating  
toilet accessory

\$2



★ Perfect make-up is so much easier and quicker with the Beauty-Lite. Keep on the toilet table...in the glove compartment of the car...in your bag, for a last freshening touch-up. Ideal for arching eyebrows... A thoughtful gift or bridge prize.

In finest quality Tenite plastic, colors popularized in new fine car trims—Beige Pearl, Beige Pearl and Ivory, Dubonnet, Dubonnet and Ivory... and in Black and Ivory; \$2.00. At leading drug and department stores, or mailed postpaid (specify color). Circular on request.



INSPIRATION PRODUCTS  
49 Union Street • Hillsdale, Mich.



'Thirty-niner

For every practical purpose every day—a handsome, generous-sized Globe-Trotter pouch designed for women who like efficiency and beauty hand in hand. Includes leather keycase, mirror, silk zipper wallet, comb, change purse, extra sections and pockets! Soft, pliable goatskin—silk-lined—in black, brown and navy.

\$5

at better stores everywhere

**GLOBE-TROTTER**

Manufactured by M. M. & F. 159 Madison Avenue, New York

**WOMEN  
HAVE BOUGHT  
100 MILLION  
TAMPAX**



New method of sanitary  
protection gets marvelous  
reception everywhere...

**NO BELTS  
NO PINS  
NO PADS  
NO ODOR**

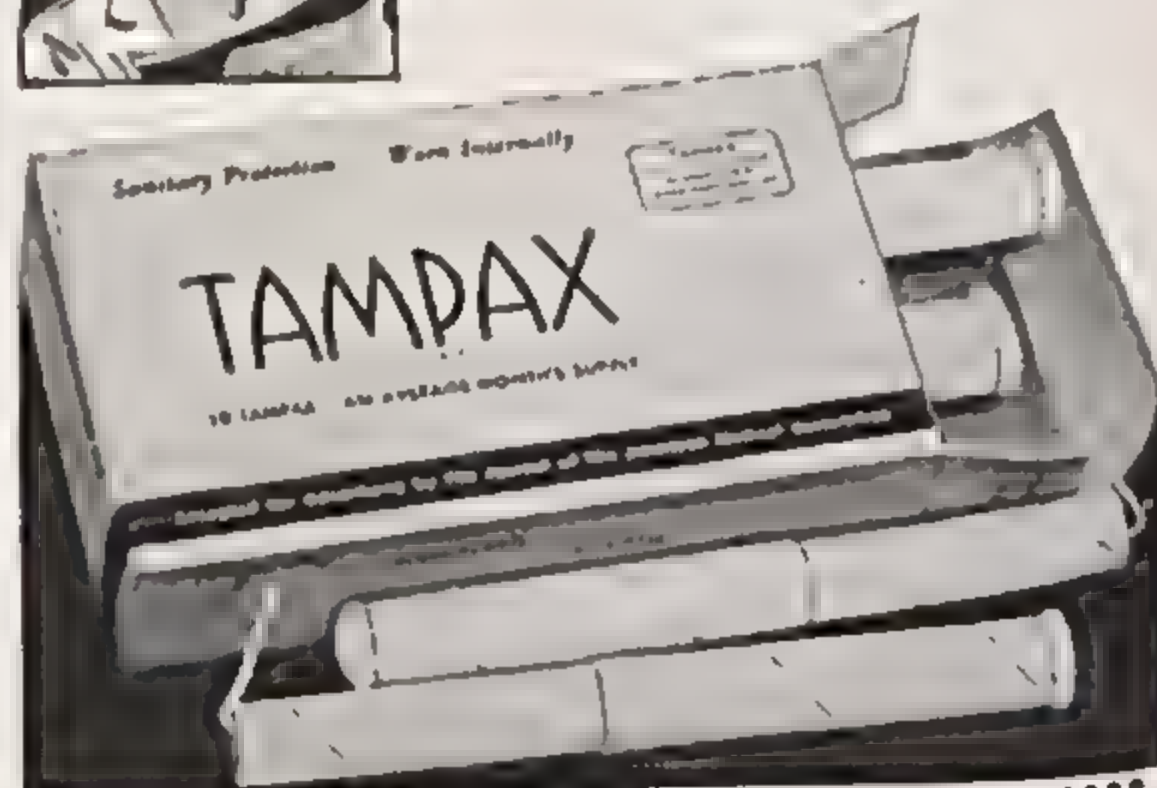
TAMPAX has proved beyond doubt that women are the Progressive Sex! Business women, housewives, college students, sports lovers—all are talking about this patented *internal absorbent* for monthly sanitary protection. Its success is nation wide and really sensational.

Be sure to note the patented individual applicator in which each Tampax is sealed hygienically and daintily. Being used internally, Tampax is so comfortable you actually forget you are wearing it. No belts or pins are needed; there is no bulk of any kind to show, even with sheer evening gowns. Perfected by a doctor, Tampax furnishes a new freedom for all women.

Tampax is made of pure, genuine surgical cotton, greatly compressed and extremely absorbent. Very efficient in its protection. Allows *no odors* to form. A month's supply costs 35¢, and it will go in your purse. Introductory package, 20¢. As much as 25% saved by purchasing large economy package of 40.



"REALLY, YOU'RE NOT AWARE  
OF THE PRESENCE OF TAMPAX"  
Accepted for advertising by  
the Journal of the American  
Medical Association.



TAMPAX INCORPORATED  
New Brunswick, New Jersey

V-1-29

Please send me introductory size package of Tampax with full directions. Enclosed is 20¢ (stamps or coins).

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## THE LAND OF THE FAIR

Quinley hats for America's fair women — the quintessence of American loveliness.

Quinley Felts, Four Dollars, Five Dollars, and upward.

"FIRST LADY"

Quinley Hats  
are sold by these  
and other leading stores:

B'way Dept. Store, Inc.,  
Los Angeles, Calif.  
Columbia D. G. Co.,  
Houston, Texas  
Frank & Seder Co., Detroit, Mich.  
Gilchrist Co., Boston, Mass.  
W. A. Green Co., Dallas, Texas  
The S. Kann Sons Co.,  
Washington, D. C.  
Mandel Bros., Inc., Chicago, Ill.  
Oppenheim Collins & Co., Inc.  
(4 stores)  
Pomeroy's, Inc.,  
Wilkes Barre, Pa.  
Rosenbaum Co., Pittsburgh, Pa.  
Rothschild's B. & M.,  
Oklahoma City, Okla.  
The White House, El Paso, Texas

"CHALLENGER"

**Quinley**  
HATS  
COSMOPOLITAN CLASSICS

## GAME OF TAG

(Continued from page 113) to the demands of fashion. And because rayon fabrics differ from silk and wool just as silk and wool differ from cotton and linen, rayon clothes often require a different kind of care than that given these other fabrics.

So anxious are the rayon yarn makers for you to give these fabrics a chance, that they not only tell you (by label) what's in them; they also tell you (by label) how to take care of them. Whether to send to the dry-cleaner or entrust to the laundry; whether to dry in the sun or the shade—even how to iron.

And backing up the rayon spinners' own efforts is the Government, which has made a law to protect you further: the law states very firmly that all rayon fabrics must go under their own flags, and not be represented as anything which they are not. The law also clarifies the jumble of "mixed goods," or fabrics which are composed of more than one kind of yarn, insisting that all labels indicate the use of each fibre.

**COTTONS:** The laws touching on cottons are concerned chiefly with shrinkage; when you buy a cotton, labelled "pre-shrunk," the law sees that it is pre-shrunk. The best-known name in this connection is that of Sanforized-shrunk (also used for linens and other fabrics). And there are other good pre-shrunk processes also. And although there is no legal requirement, individual companies promise by label the colour-fastness of their products. Another beautifying process for cottons is Bellmanizing. This keeps sheer cottons from wilting and gives them a permanent, starchless finish that also preserves their lives.

**ABOUT LINENS:** All that wrinkles is not linen. But linens have had to live down their reputation for needing frequent refreshment. This they've done with the aid of certain finishing processes (Vitalizing and Tootal, Broadhurst, Lee's Tebilizing are names to remember in this connection). Some linens are so woven (like crêpe linens and mesh linens) that they don't crease more than the average fabrics. But if the weave has a tendency to rumple, you will find the reputable linen makers submitting them to this beauty treatment, and telling you about it by labels. The traditional linen weave is a lovely one, and often it is used for other fibres besides flax. But then the fabric isn't linen. And we hope soon there will be a law about that.

**POSTSCRIPT:** This brings you up to the present. But not for long. The fabric people are a curious lot, too. They're constantly seeking new fibres in their test-tubes, and new weaves for their looms. Some of the things in store for you sound exciting and almost as dream-like as the Woman of the Future herself. But we predict for you with fair certainty: Nylon, the new rayon yarn which gathers to its many laurels the one of elasticity; new yarns of jute, of glass, of Cellophane, of vegetable fibres; a metal thread in, almost unbelievably, fifty-two colours, that will add endless lustre to your lamés—it can not tarnish.

And when our prediction about these is true, we'll brave another; there'll be more labels to go along with them, and more women playing the game of tag.



*I'm radiant! I've found a cleanser that "adsorbs"*

I'm turning into a No. 1 Glamour Girl with an alabaster skin! But what a shock I got when I first tried Dermetics Cleanser. It's been years since I blushed, but—Well, what would you think?

Dermetics Cleanser is a lovely creamy-looking blend of Soil-Adsorbing Hydronized Oils\*. "Don't rub it in," said the demonstrator. "Just spread it gently over your face and neck." About 50 seconds later she said, "Now, just take this soft towel and wipe it off." I was mortified to my bones when I saw that cloth! And I'd cleansed my face only an hour before!

"Tell all!" I demanded. "What is this Cleanser that seems to get everything, even my secrets? What makes it work without heavy massage or rubbing? How does it absorb the dirt so quickly?" "Adsorbs, not absorbs," said she. And that's the whole secret. Dermetics Cleanser is soil-adsorbing. Those pure, hydronized oils simply surround tiny particles of dirt and hold them suspended. When you remove the cleanser, the soil just comes off with it.

I'm so enamoured, I'm sending bottles and bottles of Dermetics Soil-Adsorbing to my friends as gifts. Look in the telephone book for the address of the nearest Dermetics Salon and hurry right down for a free trial. Or, you can call the nearest Dermetics Dealer, and she'll give you a free trial right in your own beauty salon or home and will tell you about Dermetics Blushing\* and Complexion Dress\* Programs for a more radiant complexion.

\*Trademark Reg. U. S. Pat. Off.

**DERMETICS**  
COMPANY

72 Salons  
in principal cities

Consult Telephone  
Directory

MAIN SALON, 630 5TH AVENUE  
ROCKEFELLER CENTER, NEW YORK CITY

## ECHO Scarfs go Americana with the STAR SPANGLED BANNER!



A huge silk square of pure patriotism inspired by Francis Scott Key's immortal song—the STAR SPANGLED BANNER. Hand-rolled pure silk in three lively color combinations.



About \$2.50 at smart stores everywhere, or write

EDGAR C. HYMAN CO. • 485 FIFTH AVE., N. Y. C.

ECHO SCARFS





YOUR LOVELIEST AGE

*Guard it Always!*

Each year you grow more sure of yourself... gain poise... increase your charm... achieve the grace of tranquillity. With these years behind, you should be at your loveliest in every way. But you must beware of dry skin. The wonderfully efficient Barbara Gould dry skin treatment is so simple you can give it to yourself in a few minutes. Follow it for several weeks, and we think you'll be so pleased with the results that you'll use it forever!

#### Barbara Gould Simplified Dry Skin Treatment

**First...** a brisk, thorough cleansing with BARBARA GOULD SPECIAL CLEANSING CREAM. Even deeply imbedded dirt can't resist it... It's a rich, softening cream as well. \$1.00

**Second...** remove all traces of cream and dirt with BARBARA GOULD SKIN FRESHENER. It's refreshing, toning and fragrant. 85c

**Last...** apply BARBARA GOULD SPECIAL DRY SKIN CREAM. It's compounded of super-refined oils so softening, so soothing... so efficient at urging on that firm, fresh look in complexions... that they act as a benediction of loveliness on dry skins. Leave it on all night for best results. \$1.50



Barbara Gould  
INC.

35 WEST THIRTY-FOURTH STREET  
NEW YORK, N. Y.

## A PLEA FOR APÉRITIFS

By William B. Powell

THERE are a number of people about town these days who are on the light-wine-and-beer wagon, and the number seems to be increasing every day. Perhaps their doctors have decreed this régime temporarily, or they just happen to prefer wines to hard liquor. However they arrived at this standing, these people usually have a pretty thin time at American parties, because any one who drinks wine and wine alone is looked upon as somewhat of a curiosity in this country.

This isn't true at the good bars and cafés, especially in the more sophisticated cities, for there an apéritif drinker can fare pretty well. For one thing, the bartender or waiter is apt to be a foreigner, or of foreign extraction, and, therefore, doesn't think people are eccentric if they order a vermouth or an Amer Picon instead of a cocktail. But the trouble is that many of those who stock the cellars of the bars and cafés in this country believe that few people are going to order "fancy wine drinks" and fail to stock a really good assortment.

#### "LET'S MEET AT VERMOUTH"

One who is on the light-wine wagon is in seventh heaven when on the Continent, or in any Latin country. For there, except in bars advertised as "American" or in places especially catering to tourists, he who orders a cocktail causes as much commotion as does the person in some of our bars who orders straight vermouth. I have seen a look of incredulity come over many a fellow-drinker's face when I asked for a Cinzano or a vermouth mélange (French and Italian mixed fifty-fifty) in place of a cocktail. Yet, in South America, vermouth is such a native drink that the word is used to designate a time of day, to be specific, six o'clock. Down there, it is quite common for one to say, "Let's meet at vermouth," and theatres that run three shows often advertise them as "matinée, vermouth, and evening."

I consider myself most lucky in happening to like vermouth, because, even if a household doesn't include the usual sherry, much less a foreign apéritif, you are almost sure to find a

supply of vermouth for use in cocktails. If the host has only dry vermouth on hand for his Martinis, it is no hardship for me to use that merely with a twist of lemon peel. Should there be only Italian vermouth on hand for mixing Manhattans, I can be equally happy with it. If I'm thirsty, I turn the vermouth into a long drink, as the Italians do, by putting it into a high-ball glass and filling the glass up with soda.

Actually, most houses do keep sherry on hand, although there is not always enough thought given to the quality. A good brand of sherry doesn't have to be expensive, and it is well to remember that most confirmed sherry drinkers prefer it on the dry side. There is a delicious unfortified sherry that comes as a pleasant surprise to those who haven't encountered it. This sherry is best when it is chilled, and is an inspiration as a summer drink.

#### PERSONAL APÉRITIFS

In my own cellar, I keep an assortment of apéritifs on hand so that I shall always have a change. For instance, there are sherry, Amer Picon, Dubonnet, Byrrh, Cap Corse. Accompanying these are also Cassis syrup and Campari bitters (which, by the way, should be kept constantly cold), and, of course, both types of vermouth. The Cassis I use for that popular drink of the French—Vermouth Cassis. The very name brings back memories of lazy afternoons at sidewalk cafés along the grand boulevards, over on the Left Bank, or in some *boîte* along the Côte d'Azur.

To make a Vermouth Cassis, you use about three-quarters French or dry vermouth, to one-quarter Cassis (it is a very sweet, syrupy sort of cordial and needs plenty of dry vermouth to counteract it). Then you fill the glass with Seltzer or soda. The Campari bitters I use to make an Americano, that Yankee-sounding drink which is served all over Italy, but which you rarely come across in America unless you're in an Italian place. To make it, you use Italian vermouth with Campari to taste (four to one is my proportion), together with orange peel and soda or Seltzer. When Italians drop in for a drink, I

**The Aristocrat**

**AT EASE**  
in **Sandez**  
Reg. U. S. Pat. Off.

Casual, carefree, typically Californian... it's the Aristocrat of play suits... of Sandeze Seabreeze Linen in becoming three-tone California wild-flower color combinations! Shorts, skirt and blouse... flattering to misses and women.

Featured by America's Leading Stores

For name of nearest dealer write  
**E. B. MYERS CO.**  
Los Angeles, California  
511 Venice Boulevard

STYLES AND MADE IN California

*Write now  
to Vogue's  
Camp Bureau  
for up-to-the-minute  
facts about fine  
camps throughout  
the country!*

Vogue's Camp Bureau  
420 Lexington Avenue  
New York City



#### "Extravaganza" a Noble original

Incredibly lovely handkerchief, inspired by a famous tapestry and embellished with baroque scrolls. Fresh Spring shades on exquisite Irish linen. Identified by its Label at all select stores.

50¢

W. J. Jenkins & Co. Inc.  
15 West 36th Street, N. Y.

© 1939 W. J. J. & Co., Inc.



## The Swim Suit that Stays Put!



# Calcraft

### FOUNDATION GARMENT FIT!

Fits like a glove...and gives those smooth, sleek lines with 2-way stretch control! Calcraft Swim Suits, styled for champions, made for beauty! Exclusive new weaves... patterns... luscious new South Sea shades, fade-proof for lasting beauty.

Model illustrated \$6.95  
Others \$4.95 to \$10

For name of your  
nearest dealer, write

## KNITCRAFT MILLS

1601 So. Burlington Ave. Los Angeles, Calif.

## A PLEA FOR APÉRITIFS

take special delight in being able to offer them an Americano.

Another Italian apéritif that is worthy of including, but only for rare occasions, is Fernet Branca. It is so unpleasant in taste that one really has to treat it as a medicine, but it is a most efficient remedy for an upset stomach and for hang-overs. Dwight Fiske swears by it and has taught the bartenders at his playground, the Savoy-Plaza, how to mix it for those in need of succour. The proportions are about a sherry-glassful of Fernet Branca (it is pretty powerful) in a tall glass filled with French Vichy, Kalak, or Perrier. No ice. Fernet Branca is especially efficacious if taken straight to warm and settle an unruly stomach.

### APÉRITIF FROM CORSICA

One of the least-known apéritifs is Cap Corse, a favourite at Riviera resorts and with the French and foreign colonists in North Africa. Of the same school as Dubonnet and Byrrh, both of which are happily establishing a reputation for themselves in America, this apéritif from Corsica is a nice change for those who may want to serve something different. I was surprised to find it in Kay Francis' wine-closet, which, along with the bar, is directly off the living-room of her new house in Beverly Hills. And Kay's collection, incidentally, is exceptionally interesting and complete. All the drinks I've mentioned are in the Francis stock, though she herself is apt to stick to the usual high-ball or cocktail.

Another out-of-the-ordinary apéritif that deserves mention is Lillet, a French product which is gradually making itself known in England and, more recently, here in America. Lillet is to white wines what Dubonnet or Byrrh is to the red vintages. It tastes like a Chablis that has been tartened. Actually, it looks like, and has a somewhat similar taste to, French vermouth, and some people use it as a substitute for vermouth in Martinis. That is how I first saw it used, at a cocktail party in London, but it also makes a nice change if used neat. Lillet should be served ice-cold and, inasmuch as it can stand a bit more "umph," a twirl of lemon peel helps.

After disposing of cocktail time, the next big problem for the wine-drinker is what to order at night-clubs, after the theatre, or at late parties. If there is champagne to be had, that solves the problem for almost every one. But there are occasions when champagne isn't available, or other people are drinking long drinks, and you don't want to order champagne alone. At such times, I have found that an excellent, light, night-life drink is Rhine wine and Seltzer, or, as they call it in Europe, a *Spritzer*. Many bars which, during the first years of Repeal, would only let you order Rhine wine by the bottle, now have the good sense to serve it by the glass or with Seltzer. It's becoming more and more popular at Twenty-One and the Stork Club.

### JUST A GLASS OF CHAMPAGNE

If I'm dropping in at a night-spot for only a half-hour or so, I often order just a glass of champagne. If the waiter hesitates or says they don't sell it by the glass, I say very well, then just bring me a champagne cocktail, omitting the trimmings—no lump of sugar, no orange peel, no ice—and I achieve my glass of champagne!

Here's a procedure to follow if you happen to be one whom champagne stimulates to the point of keeping you awake. After having champagne and wanting something more to drink, order a split of stout. It counteracts the effect of champagne on your nerves by soothing them. Actually, it has a soporific quality. And, of course, it marries perfectly with champagne, as all know who favour that grand builder-upper, Black Velvet (stout and champagne mixed half and half).

A word about Amer Picon. Those who know this French apéritif will probably laugh at the thought of its inclusion on a light-wine wagon because of its reputation for potency. I admit Amer Picon is strong as to alcohol, but the point is you can't possibly down much Amer Picon (any more than you can the equally potent Fernet Branca), whereas, when you start in on high-balls, Collins, or rick-eyes, you can go on and on. As a matter of fact, this point of limited amount is one reason (Continued on page 168)

## 2 BLOUSES YOU'LL GET EXCITED ABOUT!

Tailored to a T.. Washable  
as a hanky . . Made to fit  
perfectly.. Smart in all colors.



**hollyvoque**  
HOMESPUN RAYON SHIRT  
\$2.00

Neat as the proverbial pin, with tiny tucks and multi-stitching Washable Homespun Rayon made of Du Pont Rayon Yarn. White and all pastel shades.

**HOLLYWOOD**  
BLOUSES

\$3.00

The tops in tailoring. Made of pure dye, pure silk crepe. Tailored with the new half inch tucks... so important to well dressed women. White and all pastel shades.



At your favorite store or write  
**LIVINGSTON & LIEBERMAN**  
132 West 36th Street • New York

# Champion

### SMARTLY STYLED BELTS



\$1.00  
AT LEADING  
STORES

... for February

A creation as refreshing as the first breath of Spring! Resplendent in the newest colors... of soft, cape-kid leather—featuring a self-covered buckle. In the true Champion manner, it embodies meticulous execution of every detail.

**CHAMPION BELT MFG. CO., INC.** • New York, N. Y.

Franklin Simon's  
says "LUX IT"



THRILLING, isn't it, to find a glamor dress that Luxes like a pinafore! Franklin Simon's have this glorified piqué at a modest young price. Heed the advice they give when you buy it and keep it handsome as long as you love it, with safe Lux care.

FINE  
STORES  
ADVISE  
LUX





## A PLEA FOR APÉRITIFS

(Continued from page 167) why apéritifs help the person on the light-wine wagon. Even though you include one or two strong apéritifs in your "diet," they are the type of thing of which one is enough—two at the most, so you automatically cut down your intake of alcohol.

The French usually use Amer Picon as a long drink—a jigger of it along with a dash of grenadine in a tall glass filled with soda or sparkling water. Personally, I find lime-juice or lemon-peel, used as in a Horse's-Neck, is better for this drink than the sweetish grenadine. Also, I make a cocktail with Amer Picon by combining it with both French and Italian vermouth, lime- or lemon-juice, and a dash of Cassis.

### LET'S HAVE MORE WINE

He who is on a wine-wagon fares much better at dinner than during those sessions when people sit around drinking. Even so, we still have a long way to go in having wine flowing freely at our tables. It isn't just a question of money. Lots of people who have plenty of money to spend on elaborate menus will forget about, or deliberately ignore, wine.

Among my less favourite characters is the host who serves wine, but, oh, so grudgingly—the kind who supplies the butler with just enough bottles for filling the glasses but once. Equally irritating is one whose idea of "wine with dinner" is one glass of sherry to be drunk during all courses. Most wine-drinkers want plenty of wine with meals. If there aren't to be several wines throughout the dinner, then I want plenty of whatever is chosen as the "wine of the evening."

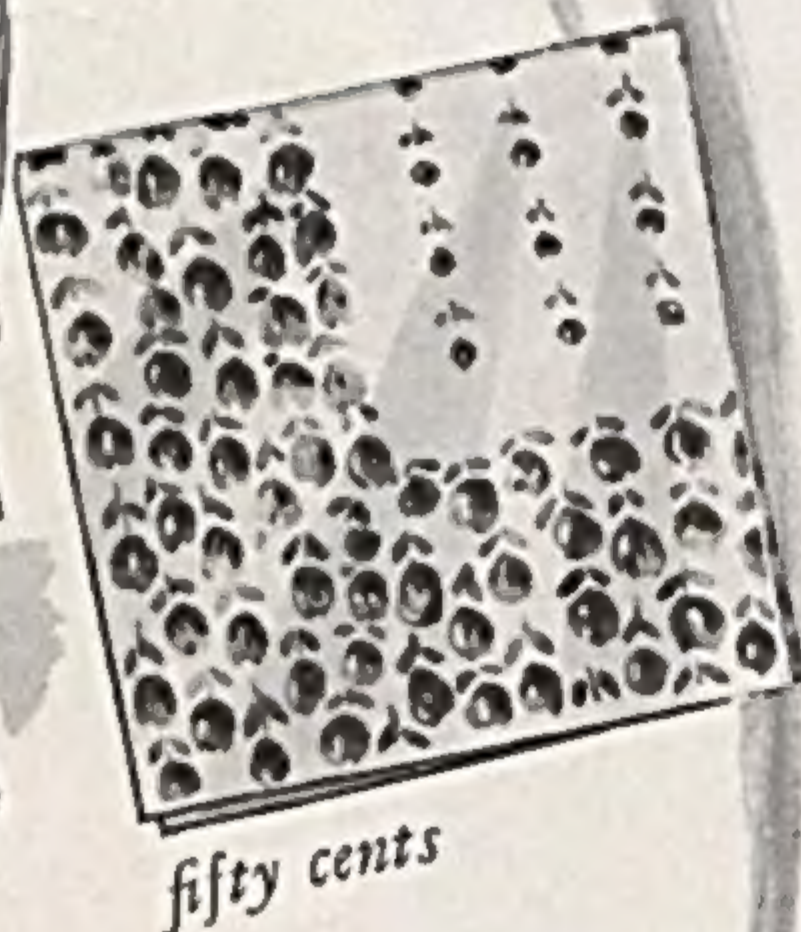
I think the European idea of having a carafe of white wine at one end of the table and one of red at the other is most charming. It adds a note of informality, of *Gemütlichkeit*. To me, it is just as attractive a table decoration as flowers.

### EACH TO HIS OWN TASTE

Despite all of this emphasis on the lighter side of drinking, I don't mean to imply that those whose preferences run in that direction should ever try to force their own tastes on their guests. No matter how much a host enjoys apéritifs for himself, he can't give a successful party without the more usual liquors on hand for his guests. My plea is rather that those who drink only high-balls and cocktails themselves, reciprocate by making some provision for those of us who, from preference or necessity, stay on the light-wine side.



INTERNATIONAL  
HANDKERCHIEF MFG. CO.  
17 East 37th Street  
New York



with  
**CELEBRITEES**  
Reg. U. S. Pat. Off.

They Belong Together

17 East 37th Street  
New York



fifty cents

put fashion  
in the palm  
of your hand

Albany, Ga. . . . . Lois Anelle  
Albany, N. Y. . . . . Muhlfielders  
Albermarle, N. C. . . . . Riff's Dept. Store  
Alderson, W. Va. . . . . J. M. Alderson  
Alexandria, La. . . . . J. A. Posner  
Allentown, Pa. . . . . Daniel McGuire  
Altoona, Pa. . . . . Meyer Jonasson  
Amarillo, Tex. . . . . White & Kirk  
Ames, Ia. . . . . The Tilden Store Co.  
Anderson, Ind. . . . . G. W. Gates  
Ann Arbor, Mich. . . . . Wm. Goodyear & Co.  
Appleton, Wis. . . . . Four Season Shop  
Asheville, N. C. . . . . Jean West  
Atlanta, Ga. . . . . J. P. Allen  
Atlantic City, N. J. . . . . The Shelburne Shop  
Augusta, Ga. . . . . Saxon Cullum Co., Inc.  
Augusta, Me. . . . . Chernowsky's  
Austin, Tex. . . . . Marie Antoinette  
Bakersfield, Calif. . . . . Harry Coffee  
Baltimore, Md. . . . . Hutzler Bros.  
Bangor, Me. . . . . Rines Co., Inc.  
Baton Rouge, La. . . . . College Clothiers U. of La.  
Beaumont, Tex. . . . . Rosenthal D. G. Co.  
Bellefont, Pa. . . . . Katz Store  
Billings, Mont. . . . . Jane Drake Shop  
Bloomington, Ind. . . . . Vogue  
Boston, Mass. . . . . Lamson & Hubbard  
Bradford, Mass. . . . . Marjorie Poore  
Bridgeport, Conn. . . . . R. K. Dress  
Buffalo, N. Y. . . . . L. L. Berger Co.  
Cedar Rapids, Ia. . . . . M. J. Frankel  
Charleston, W. Va. . . . . The Vogue  
Charlottesville, Va. . . . . Levy's Fash. Shop  
Charlotte, N. C. . . . . Montaldo's  
Chattanooga, Tenn. . . . . Schumacker's  
Chicago, Ill. . . . . Leschin's  
Cincinnati, Ohio . . . . . Reed's  
Clarksburg, W. Va. . . . . Parson Souders  
Clarksville, Tenn. . . . . McNeal & Edwards Co.  
Cleveland . . . . . Anne Sunshine Naomi Wise  
Columbus, Ga. . . . . Kayser Lillianthal Co.  
Columbus, Ohio . . . . . Montaldo's  
Cumberland, Md. . . . . Martin's  
Dallas, Tex. . . . . Neiman-Marcus Co.  
Dayton, Ohio . . . . . Bournes  
Decatur, Ill. . . . . Lynn & Scruggs  
Denver, Col. . . . . Cano Downs Co.  
Des Moines, Ia. . . . . The New Utica  
Detroit, Mich. . . . . Tuttle & Clark  
Duluth, Minn. . . . . Steele's  
Durham, N. C. . . . . Annie Lee Shop  
Elizabeth, N. J. . . . . Levy Bros.  
Elmira, N. Y. . . . . Hazel Murphy Dress Shop  
Emporia, Kan. . . . . Newman D. G. Co.  
Eugene, Oregon . . . . . H. Gordon & Co.  
Evanston, Ill. . . . . Ruth McCulloch  
Evansville, Ind. . . . . Kaiser's Smart App.  
Fall River, Mass. . . . . Corneau's Milly & Gown Shop  
Fort Wayne, Ind. . . . . The Dress Shop  
Fort Worth, Tex. . . . . Gans Co.  
Fresno, Calif. . . . . Harry Coffee  
Galesburg, Ill. . . . . O. T. Johnson  
Glendale, Calif. . . . . Webb & Gauntt  
Gloversville, N. Y. . . . . Gignac's  
Grand Rapids, Mich. . . . . Porter Shop  
Green Bay, Wis. . . . . J. H. Golden Co.  
Greensboro, N. C. . . . . Montaldo's  
Greensburg, Pa. . . . . Pross Co.  
Hartford, Conn. . . . . Hertz Style Shop  
Hartford, Conn. . . . . Gillmans  
Hazelton, Pa. . . . . Wear's Inc.  
Helena, Mont. . . . . Fligelman's  
Hibbing, Minn. . . . . Saper Bros.  
Hollywood, Calif. . . . . Nancy's  
Hot Springs, Ark. . . . . Albert Mendel  
Houston, Tex. . . . . Smart Shop  
Huntington, Pa. . . . . Rachel Neely  
Indianapolis, Ind. . . . . Louise Miller Inc.  
Jacksonville, Fla. . . . . Frances Marion Shop  
Jenkintown, Pa. . . . . Lil Lee  
Johnstown, Pa. . . . . Penn Traffic  
Kalamazoo, Mich. . . . . Porter Shop  
Kenosha, Wis. . . . . Korf's 6th Ave. Inc.  
Knoxville, Tenn. . . . . Kayser Strassburger  
Lake Forest, Ill. . . . . The Sports Shop  
Lansing, Mich. . . . . Sprowl Bros.  
Lawton, Okla. . . . . Phil Hornstiens  
Lewistown, Me. . . . . Gilbert's Inc.  
Lexington, Ky. . . . . Four Seasons  
Lima, Ohio . . . . . Flanner Ready-to-Wear  
Lincoln, Neb. . . . . Hovland Swanson  
Little Rock, Ark. . . . . M. M. Cohn  
Long Beach, Calif. . . . . Schicks  
Longview, Tex. . . . . Palais Royal  
Louisville, Ky. . . . . Louis Appel  
Lynchburg, Va. . . . . Vogue  
Madison, Wis. . . . . Woldenberg  
Marietta, Ga. . . . . Florence's, Inc.  
Marion, Ind. . . . . Nina Ray Swift  
Martinsburg, W. Va. . . . . Leslie Montgomery  
Mason City, Ia. . . . . Damons  
Memphis . . . . . J. Goldsmith & Sons Co.  
Milwaukee . . . . . Reel's  
Minneapolis, Minn. . . . . Harold, Inc.  
Missoula, Mont. . . . . King's Dress Shop  
Mitchell, S. D. . . . . Baron Bros. Co.  
Mobile, Ala. . . . . Style Shop  
Monroe, La. . . . . Bella Scherck Davidson  
Montclair, N. J. . . . . Frederick's Gown Shop  
Montgomery, Ala. . . . . Al Levy Inc.  
Muncie, Ind. . . . . Roth's  
Nashville . . . . . Rich Schwartz & Joseph  
New Bedford, Mass. . . . . Willey's  
Newburgh, N. Y. . . . . M. & E. McManus  
New Haven, Conn. . . . . Liebeskind's  
New Orleans, La. . . . . Keller Zander Co.  
New Rochelle, N. Y. . . . . Rosalie Shop  
Norfolk, Va. . . . . Sarah Cohen  
Norristown, Pa. . . . . Feder's  
Norwich, Conn. . . . . Stewart Shop  
Oakland, Calif. . . . . Earl Lindburgh  
Oak Park, Ill. . . . . Wm. Y. Gilmore  
Oklahoma City, Okla. . . . . John A. Brown  
Okmulgee, Okla. . . . . Siegel's  
Omaha, Neb. . . . . Fred & Clark Haas Inc.  
Orlando, Fla. . . . . Dickson Ives Co.  
Oshkosh, Wis. . . . . Newman's  
Ossining, N. Y. . . . . Lyons Co.  
Oswego, N. Y. . . . . M. J. McDonald



DUPONT RAYON FLAMME of course

## Canyon Color

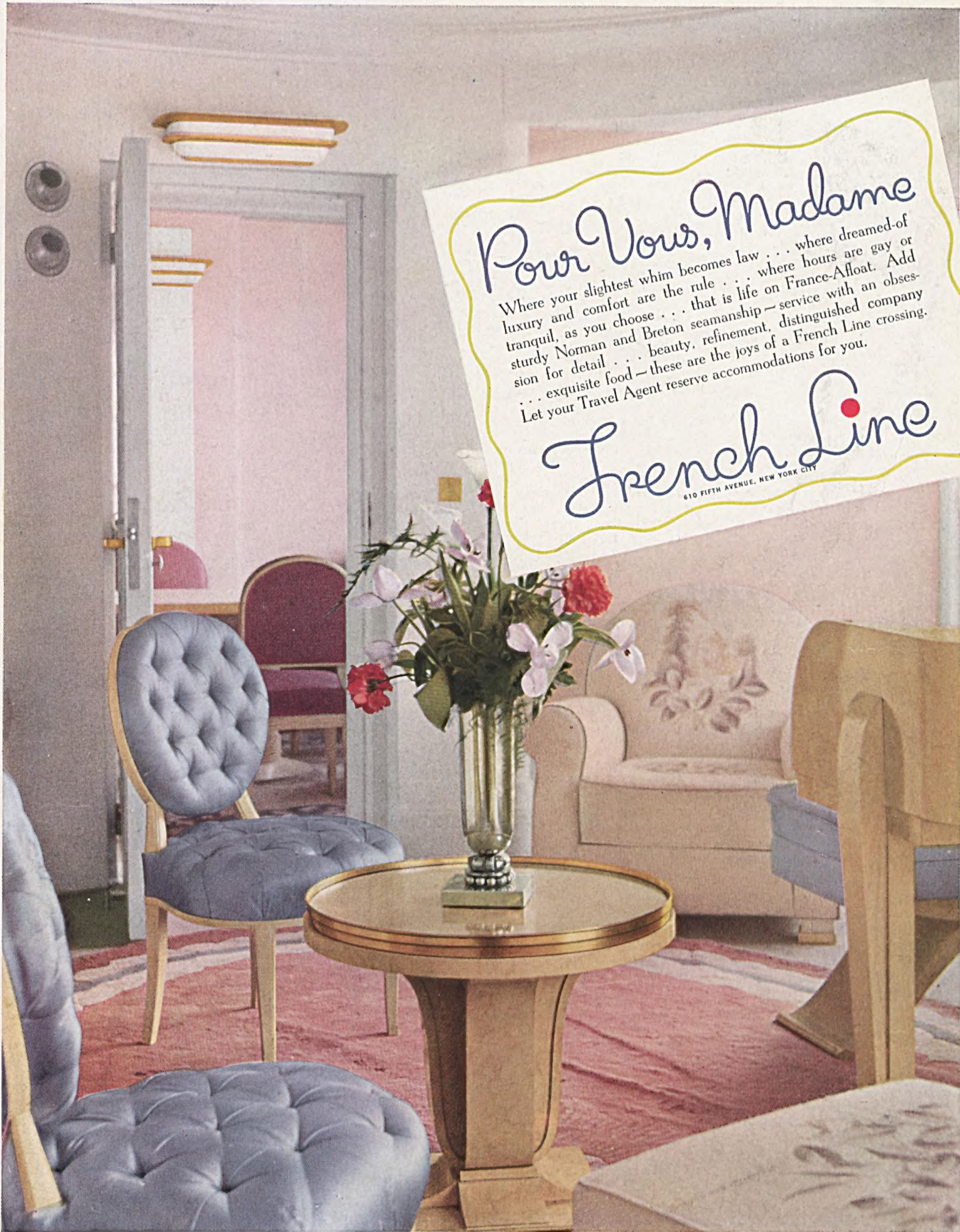
FASHIONS ON PAGE 17  
are sold at these smart shops

Pasadena, Calif. . . . . Myrtle Vencil  
Paterson, N. J. . . . . Margaret Frocks  
Peoria, Ill. . . . . The Band Box  
Philadelphia, Pa. . . . . Gimbel Bros.  
Phoenix, Ariz. . . . . Korrick's DG Co.  
Pittsburgh, Pa. . . . . Meyer Jonasson  
Pittsfield, Mass. . . . . Mme. Fillian  
Plainfield, N. J. . . . . Margarite Davis  
Plattsburg, N. Y. . . . . David Merkel  
Pontiac, Mich. . . . . Arthurs  
Portland, Me. . . . . Helen Nickerson  
Portland, Ore. . . . . Ungar's  
Portsmouth, Va. . . . . The Famous  
Poughkeepsie, N. Y. . . . . Peck Brooks, Inc.  
Providence, R. I. . . . . Gladding's  
Racine, Wis. . . . . Murray Held Co.  
Red Bank, N. J. . . . . Dress Shop  
Reno, Nev. . . . . Mayfair Shop  
Richmond, Va. . . . . Miller Rhoads  
Ridgway, Pa. . . . . Kay's  
Rochester, Minn. . . . . Julius Estees  
Rochester, N. Y. . . . . Malley's  
Rockford, Ill. . . . . Wilda Carter Shop  
Rock Island, Ill. . . . . McCabe Style Shop  
St. Paul, Minn. . . . . Frank Murphy  
St. Petersburg, Fla. . . . . Schutz & Co.  
Sacramento, Calif. . . . . Kyne & Daley  
Saginaw, Mich. . . . . Marie A. Mader  
Salem, Mass. . . . . Royal Skirt  
Salt Lake City, Utah . . . . . Clara M. Clawson  
San Antonio, Tex. . . . . Frank Bros.  
San Bernardino, Calif. . . . . Abbott's  
San Diego, Calif. . . . . The Marston Co.  
San Francisco, Calif. . . . . Nellie Gaffney  
Santa Barbara, Calif. . . . . B. F. Kerr Co.  
Santa Monica, Calif. . . . . H. C. Henshey  
Sarasota, Fla. . . . . The Sport Shop  
Savannah, Ga. . . . . Rabhans  
Schenectady, N. Y. . . . . Lady Lee Evelyn Shop  
Scranton, Pa. . . . . B. Berg  
Seattle, Wash. . . . . Delman's  
Selma, Ala. . . . . Isidore Kayser & Co.  
Sharon, Pa. . . . . Rice's  
Sioux Falls, S. D. . . . . Mory's  
Southern Pines, N. C. . . . . Mrs. Hayes' Shop  
South Hadley, Mass. . . . . A. W. Ralston  
Spartansburg, S. C. . . . . Aug. W. Smith  
Spokane, Wash. . . . . Alexander's  
Springfield, Ill. . . . . Floyd's  
Springfield, Mass. . . . . Specialty Shop  
Stamford, Conn. . . . . The French Shop  
Summit, N. J. . . . . Claudine G. Nicholson  
Sundbury, Pa. . . . . Phil Fehr  
Syracuse, N. Y. . . . . Sadye-Ann  
Tacoma, Wash. . . . . Alma Ayers  
Tampa, Fla. . . . . Ernest Maas  
Terre Haute, Ind. . . . . La Salle Shop  
Toledo, Ohio . . . . . Gerald Pheatt  
Trenton, N. J. . . . . Alice Elizabeth  
Tucson, Ariz. . . . . Gus Taylor  
Tulsa, Okla. . . . . Ella Reed  
Tyler, Tex. . . . . Klines  
Utica, N. Y. . . . . Doyle & Knower  
Ventura, Calif. . . . . Grace Scott  
Virginia, Minn. . . . . Saper Bros.  
Waco, Tex. . . . . Bauer McCann Co.  
Washington, D. C. . . . . Woodward & Lothrop  
Washington, Pa. . . . . Gessner's Dept. Store  
Watertown, N. Y. . . . . Gignac's  
Wellesley, Mass. . . . . Sigrid's  
West Chester, Pa. . . . . Joel Weiss, Inc.  
West Palm Beach, Fla. . . . . Kerman's  
Wichita, Kans. . . . . Spines Co.  
Wilkes-Barre, Pa. . . . . Pauline Sachs  
Wilmington, Del. . . . . Arthur's Apparel  
Wilmington, N. C. . . . . Sher-Lynn  
Wilson, N. C. . . . . Woman's Shop  
Winston-Salem, N. C. . . . . Montaldo's  
Worcester, Mass. . . . . Ulians  
York, Pa. . . . . Bells

For additional stores selling CAROL FAE fashions, write  
SAM STEINBERG & CO., 498 Seventh Avenue, New York







Pour Vous, Madame

Where your slightest whim becomes law . . . where dreamed-of luxury and comfort are the rule . . . where hours are gay or tranquil, as you choose . . . that is life on France-Afloat. Add sturdy Norman and Breton seamanship — service with an obsession for detail . . . beauty, refinement, distinguished company . . . exquisite food — these are the joys of a French Line crossing. Let your Travel Agent reserve accommodations for you.

French Line

610 FIFTH AVENUE, NEW YORK CITY

THE SALON OF THE DEAUVILLE SUITE ON THE NORMANDIE — WORLD'S LARGEST SHIP



NEW YORK TO ENGLAND AND FRANCE, AND THUS TO ALL EUROPE • PARIS, FEB. 11, MARCH 11, APRIL 8 •

ILE DE FRANCE, FEB. 23, MARCH 18 • NORMANDIE, MARCH 3, APRIL 1 • FLY ANYWHERE IN EUROPE VIA AIR-FRANCE



# YOUR NERVES CAN STAND SO MUCH —AND NO MORE!

**BOSTON TERRIER**—A cross between the English bulldog and white English terrier, but this gentle, lovable house pet is strictly an American product. First bred in Boston some 60 years ago. Once called the "Roundhead," today he is the "American Gentleman" of dogdom. The phrase "Boston terrier expression" is almost a synonym for intelligence in dogs.



HE'S  
GIVING HIS  
NERVES  
A REST..

A DOG'S nervous system resembles our own. But when a dog's nerves tire, he obeys his instincts—he *relaxes*. Do we? Experience shows that we are more likely to let the nerve-tensing activities of our lives all but "drown out" the warnings of instinct to ease nervous tension.

Pride in our work—home-making, business, profession—may all too often prod us to keep

on...keep on...until our nerves are strained and tense!

And yet every hour of the day can be more pleasant...*easier*!...when you avoid ragged nerves. So learn what a pleasure it is to let up—light up a Camel! Camels are mild and rich-tasting—a supremely enjoyable cigarette. As for nerve protection—smokers find that Camel's *costlier* tobaccos are soothing to the nerves!

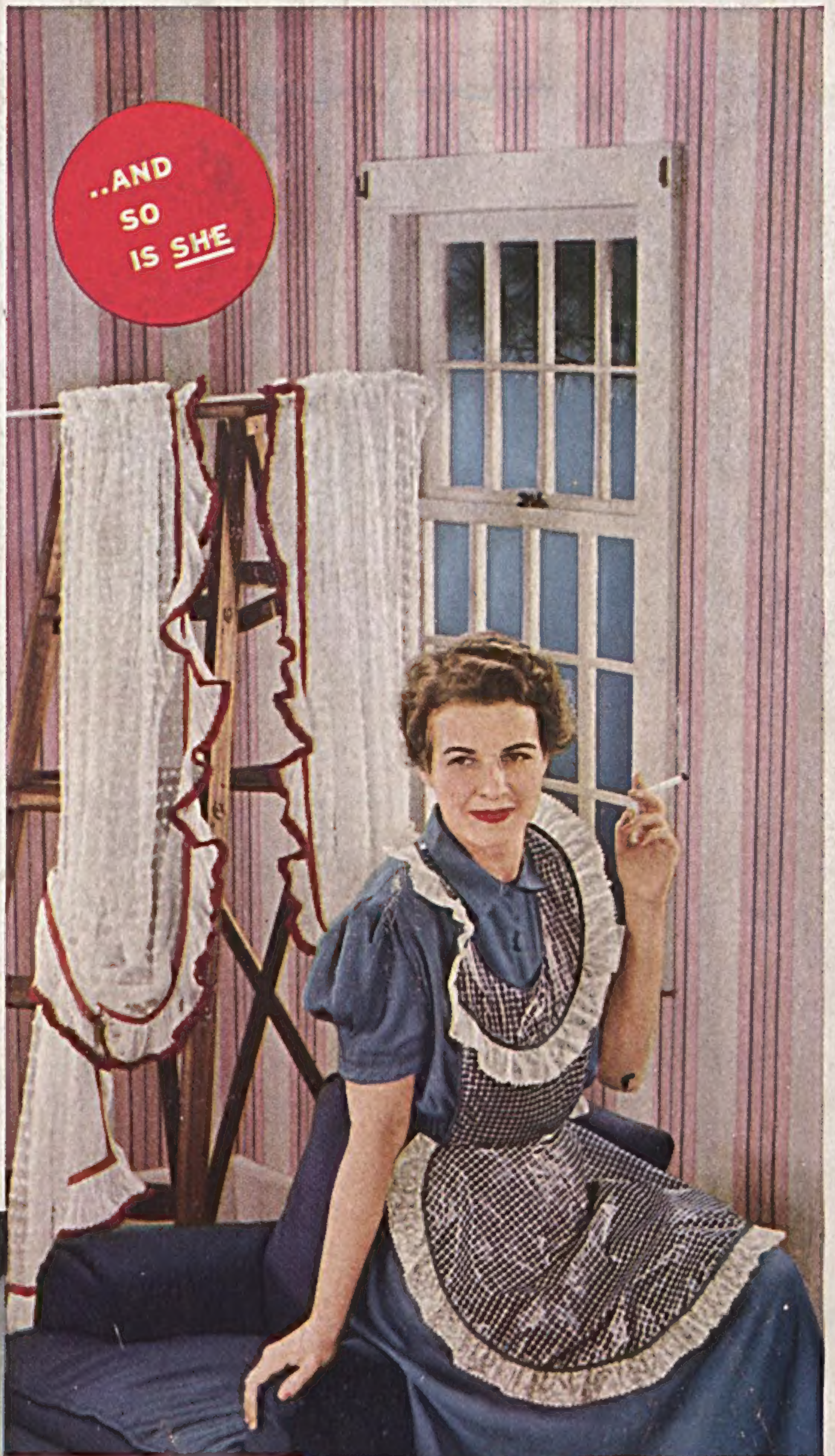
*These people with work  
to do break nerve tension by Letting Up  
—and Lighting Up Camels*



**RUNNING AN ADDING MACHINE** is Elsie Ferril's job. It could be nerve-wracking, but it *isn't*! "I can't afford to have my nerves tense or jittery," Miss Ferril says. "When I feel nerve tension coming on, I do a very simple, pleasant thing. I let up—and light up a Camel. That's my way of avoiding nerve strain."



**LONG HOURS OF CONCENTRATION** over charts and technical equipment put a strain on Louis S. Lojas, hard-working astronomer. "But no matter how absorbing my work is," he says, "I prevent nerve tension. I let up and light up a Camel. Camels are so mild. And I find Camels really soothing to the nerves."



..AND  
SO  
IS SHE

This home-maker is easing her nerves by letting up and lighting up a Camel! The frequent enjoyment of Camels can help you take life more calmly too. Smokers find Camel's *costlier* tobaccos soothing to the nerves. Camels are a matchless blend of finer, MORE EXPENSIVE TOBACCOS... Turkish and Domestic.



Smoke 6 packs of Camels and find out why they are the LARGEST-SELLING CIGARETTE IN AMERICA

## LET UP LIGHT UP A CAMEL

Smokers find Camel's Costlier Tobaccos are SOOTHING TO THE NERVES

Copyright, 1938  
R. J. Reynolds Tobacco  
Company  
Winston-Salem, N. C.

CJ06029531